$75

Survey of State Travel Offices 1990-91

U.S. Travel Data Center, Two Lafayette Centre, 1133 21st Street, NW, Washington, D.C. 20036 • 202/293-1040

SURVEY OF STATE TRAVEL OFFICES

1990-1991

U.S. TRAVEL DATA CENTER
WASHINGTON, D.C.

Price: Seventy-five Dollars

ISSN: 0361-8370

MARCH 1991

An Affiliate of the Travel Industry Association of America

The U.S. Travel Data Center is the national, non-profit center for travel and tourism research. Since its establishment in 1973, the Data Center has devoted itself to advancing the common interests of the travel industry and the public it serves by encouraging, sponsoring and conducting statistical, economic, and scientific research concerning travel, the travel industry, and travel-related industries. In pursuit of this objective the Data Center gathers, analyzes, publishes and disseminates the results of such research, and cooperates with all government agencies, private industry and academic institutions with similar purposes and objectives.

The U.S. Travel Data Center is an affiliate of the Travel Industry Association of America (TIA), the national, non-profit association representing all components of the United States travel industry, the third largest retail industry in the nation.

Jerry Foster, Chairman

Dr. Suzanne D. Cook, Executive Director

© 1991 U.S. Travel Data Center

TABLE OF CONTENTS

	Page
I. Preface	i
II. Summary and Analysis	1
III. Survey Responses	
General Administration -- Table 1	21
General Administration -- Table 2	26
Advertising -- Table 1	31
Advertising -- Table 2	36
Budget -- Introduction	41
Budget -- 1989-90 Actual	47
Budget -- 1990-91 Projected	55
Budget -- 1990-91 Advertising	63
Budget -- Comments	72
General Promotion -- Table 1	75
General Promotion -- Table 2	79
Package Tours	81
Press and Public Relations -- Table 1	85
Press and Public Relations -- Table 2	89
Research -- Table 1	91
Research -- Table 2	95
Welcome Centers -- Table 1	101
Welcome Centers -- Table 2	104
IV. Appendix A:	
Description of Budget Categories	109
Index	111

PREFACE

Governments in the fifty states and a number of U.S. territories fund agencies responsible for travel promotion and development. The responsibilities, structure and resources of these offices vary widely, and their impact on the state tourism economy is in many cases quite significant. Moreover, the operations of state travel offices have proven to be of interest to travel-related businesses, students of government, travel researchers, and organizations providing services to governmental units.

The most important need for understanding the variety of state travel development programs, however, is found among the state travel directors themselves. The exchange of information about programs and operations allows each director to compare their office with others; to learn of new, innovative programs; and to begin to develop joint solutions to common problems. In 1973, the U.S. Travel Data Center began to survey the operations of the state and U.S. territorial travel offices. The Survey of State Travel Offices 1990-91 is the eighteenth annual report in the series.

The report is based upon questionnaires completed by representatives of all of the state travel offices, and comparable agencies in the District of Columbia. None of the five territories responded to this year's survey. Survey responses provide a detailed picture of the state travel office operations planned for fiscal year 1990-91, which for the majority of states runs from July, 1990 to June, 1991. Results parallel those of previous surveys, though not all questions are repeated every year.

The survey was conducted over August - December, 1990. Attempts have been made to clarify vague or unclear responses. Questions about individual replies should be directed to the relevant state travel office. As with all of its publications, the Data Center is interested in reactions to the format and subject matter covered in this report.

We wish to express our sincere appreciation to all state personnel who took the time to fill out the somewhat lengthy questionnaire. Their response is an excellent example of cooperation to improve communications and mutual understanding within the travel industry, and between the industry and the public. Nancy Beller-Simms compiled the tables of survey responses in this report. Kelly Repass conducted the data collection, editing and analysis of results, and prepared this report.

U.S. Travel Data Center
Washington, D.C.
March, 1991

SUMMARY AND ANALYSIS

In early August, 1990, the U.S. Travel Data Center sent its annual survey to the government travel offices in 50 states, and to comparable offices in the District of Columbia and five U.S. territories.

The questionnaire covers an extensive range of state travel office operations. It is intended to meet the informational needs of the state travel directors, as well as many private industry components.

Questionnaires were returned by all state travel offices, including two from Alaska, Hawaii, Texas and the District of Columbia. The District of Columbia is now represented in this report by two agencies, the D.C. Convention and Visitors Association and the D.C. Committee to Promote Washington. The D.C. Committee to Promote Washington is a quasi-government, non-profit corporation that directs Washington, D.C.'s national advertising campaign and festival program. Its four other programs enhance neighborhood pride, encourage courtesy among taxi drivers, provide D.C. students with career information in the hospitality industry and offer retail discounts from D.C. businesses to visitors and residents 60 years of age or older. Its board of directors is made up of 19 members of the D.C. hospitality industry and city government. The Committee staff also reports to the Deputy Mayor for Economic Development and the board of directors of the Washington Convention Center.

The term 'state' is used in this report to denote the state travel offices responding to the survey. As in reports published in the last several years, analysis of and reference to the District of Columbia in the narrative report is separate.

Complete answers were sought for all items to produce a comprehensive report. In some cases, blanks occur where answers are not available from the offices. In others, estimates are provided in lieu of actual figures by states when, for example, they are uncertain of how funds will be allocated among expenditure categories.

The tables of survey responses appearing on pages 21-107 are divided into 18 sections. Tables are labeled by topic, and the list of topics is outlined in the Table of Contents.

Explanatory notes are given in the final table for each section. Survey responses in the tables marked with one or more asterisks (*) also reference further explanation in each explanatory notes/additional comments section.

Each year the survey requires state travel offices to categorize budgets for two fiscal years. For example, this report presents a breakdown of both the projected budgets for fiscal year 1990-91, as well as the actual expenditures for fiscal year 1989-90. States' actual budget breakdowns are collected at the end of each fiscal year to provide an accurate record of expenditure levels.

The 1989-90 actual state travel office budget figures, therefore, may not agree with projected figures for individual states which were published in the previous report in this series. The purpose of successive reports is to continually provide the most updated information available.

GENERAL ADMINISTRATION

Forty-seven states responding to the survey currently have one official government agency primarily responsible for travel development and promotion.

In three states and the District of Columbia there are two agencies or entities which share responsibility for travel development. Hawaii has a state travel office (HI-STO) as a division of the Department of Business and Economic Development, which works in conjunction with the Hawaii Visitors Bureau (HI-HVB). Texas has two state agencies, the Travel and Information Division of the Department of Highways and Public Transportation (TX-HWYS), and the Tourism Division of the Department of Commerce (TX-TOUR). Alaska has the Division of Tourism which is responsible for international marketing, grants, and tourist development (DOT), and the Alaska Tourism Marketing Council which conducts the domestic tourism marketing program (ATMC). The District of Columbia has the Convention and Visitors Association which is responsible for travel development (DC CVA) and the D.C. Committee to Promote Washington which directs a national advertising campaign, festival program, and four other community programs (DC COMM). "General Administration -- Table 1" outlines the functions of each of these entities.

Throughout this report, figures in parentheses represent the number of states providing information used to compute the given total or average. Generally, answers for Alaska, Hawaii and Texas have been averaged or have otherwise only been counted once. Budget allocations for the two tourism entities in these states have been combined.

The head of the state travel office is referred to as the "state travel director" throughout this report, although the actual titles might vary. Of the 39 states reporting that the position of state travel director is appointed, in 25 of these states the appointment is made by the governor. The state travel director is under the state equivalent of the civil service system in only 11 states.

Ten new directors have been named since publication of the previous report in this series. The average number of years that the 45 state travel directors in place as of July, 1990 have served is 4.5 years. Three directors and five acting directors have been named since July of 1990.

Forty-one travel offices report that there is a chief assistant to the travel director. The position, however, was vacant in five of those states. Eight of the assistants have changed or started since last year, and the length of service for all assistants varies from 1 month to 16 years. In 18 states the chief assistant position is under the state equivalent of the civil service system. Thirty-nine states indicated that some or all of the rest of the travel office staff is also under a type of civil service system.

State travel offices vary widely in the size of their staff, which range from 4 to 157 full-time employees for an average of 38 (50) full-time employees per office. Thirty-nine state travel offices also reported part-time employees, ranging in number from 1 to 74 and averaging 13 per office.

Variation in staff size is due, in part, to the inclusion of welcome center employees and budget by many of the travel offices. The average number of welcome center employees reported (if any) is 23 full-time (35) and 16 part-time (25) employees. Excluding welcome center employees from totals, the average staff sizes are 22 full-time (50) and 4 part-time (32) employees.

In 43 states, the office responsible for travel development is part of another department or agency of the state government. In most cases, it is the commerce and/or economic development department. In seven of these states, tourism promotion is combined with a related function such as parks, recreation, and community or local affairs.

The remaining 10 travel offices are cabinet level, independent agencies or tourism commissions, usually reporting directly to the governor. The total (53) includes two government agencies in Texas, one in Hawaii and Alaska, the independent visitors bureau in Hawaii and the Alaska Tourism Marketing Council.

Of the two agencies representing the District of Columbia, the average length of service for the directors is 6 years, with an average of 7 years in the office altogether. Each of these two offices employs 8 people full-time. The D.C. Committee to Promote Washington has 3 part-time employees.

ADVERTISING

In 25 states the tourism director or chief assistant manages the development of the state's advertising program. In 19 states this function is performed by a marketing, advertising or promotions officer. Three states reported a change in the advertising agency retained since last year. Advertising agencies are, on average, in their sixth year for the 50 states.

In 49 states, advertising is at least partially directed toward stimulating inquiries. Twenty-six of these states reported that all of the advertising budget is directed toward stimulating inquiries, while the overall average amount of the budget dedicated to this purpose is 84 percent (49).

Travel offices reported a total of nearly 17 million general and advertising-generated inquiries received during 1989, or approximately 345,075 inquiries per state (49). The majority of states receive some or all inquiries through toll-free lines. For these states, about 40 percent (39) of all inquiries are received via toll-free lines, on average.

Twenty-two states said there is advertising in their inquiry fulfillment piece, which for four of these states completely covers the production cost. Inquiries are surveyed to measure advertising effectiveness by 49 state travel offices. Generally states have inquiry source tracking and conduct conversion studies by telephone or by mail, either through an insert card in the fulfillment piece, or a follow-up survey.

BUDGET

The first of five budget sections (pages 41 - 73) includes budget totals for the two years reported in the survey, along with rankings for the 50 states. The next two sections give detailed breakdowns of the two budgets covered in the survey, as follows:

Budget -- 1989-90 Actual Expenditures	Pages 47 - 54
Budget -- 1990-91 Projected Budgets	Pages 55 - 62

The section "Budget -- 1990-91 Advertising" (pages 63 - 71) contains information about general promotion as well as domestic and foreign advertising allocations for fiscal year 1990-91. Explanatory notes for figures with asterisks (*) are in the "Budget -- Comments" tables, appearing on pages 72 - 73. Expenditure category descriptions are detailed in Appendix A.

Total Budgets

The proposed budgets for fiscal year 1990-91 total nearly $356 million (50), 5 percent more than the $339 million (50) actual budget allocation for fiscal year 1989-90.

State general revenues are the sole funding source for 26 travel offices. Other revenue sources for the remaining 24 states include lodging and other tourism-dedicated tax receipts, membership dues, lottery funds, highway funds, motor vehicle funds, and a few private sources.

Allocations for matching funds programs, usually used for cooperative advertising, are included in the 1990-91 budget for 35 states. For some states, matching funds are derived from separate appropriations, and are not included in the totals reported here.

As shown in Table A, the proposed budgets for fiscal year 1990-91 range from $31,900,000 in Illinois to $1,116,000 in Delaware. The average state travel office budget for 1990-91 is estimated at $7,119,230. Twenty states' budgets fall above this mean, accounting for 68 percent of the $356 million projected total for all 50 states.

The distribution of state travel office budgets is skewed to the high end. Illinois at $31.9 million, followed by Hawaii at $22.3 million, are over three times the average. The sum of budgets for the top ten states alone represents 45 percent of the total projected allocation. The average of state travel budgets is heavily weighted by these top ten states. The remaining 40 travel office budgets fall closer together in a range between one and nine million dollars, with an average of $4,912,319.

TABLE A: 1990-91 PROJECTED STATE TRAVEL OFFICE BUDGETS BY RANK

1	Illinois	$31,900,000	26	Massachusetts	5,500,000
2	Hawaii	22,347,664	27	Alabama	5,417,121
3	Texas	19,361,256	28	Ohio	5,375,441
4	Pennsylvania	14,822,305	29	Montana	5,108,418
5	Michigan	14,455,400	30	Nevada	5,080,588
6	New York	14,106,800	31	Iowa	4,588,000
7	Florida	11,883,603	32	Utah	4,245,400
8	Tennessee	10,952,600	33	New Mexico	4,014,317
9	Alaska	10,189,100	34	West Virginia	3,737,439
10	Louisiana	9,450,000	35	Wyoming	3,628,841
11	South Carolina	9,352,000	36	South Dakota	3,550,000
12	Wisconsin	8,788,400	37	Indiana	3,500,000
13	Georgia	8,786,833	38	Washington	3,096,791
14	Minnesota	8,593,497	39	New Hampshire	2,903,644
15	California	8,400,000	40	Rhode Island	2,855,000
16	Colorado	8,254,000	41	Idaho	2,792,096
17	Virginia	7,825,486	42	Vermont	2,582,000
18	New Jersey	7,618,000	43	Oregon	2,477,793
19	Arkansas	7,200,000	44	Mississippi	2,260,370
20	North Carolina	7,188,329	45	Kansas	2,132,585
21	Maryland	6,910,000	46	Maine	1,607,408
22	Oklahoma	6,887,643	47	Nebraska	1,590,092
23	Kentucky	6,602,500	48	North Dakota	1,500,000
24	Missouri	6,490,716	49	Connecticut	1,243,509
25	Arizona	5,692,300	50	Delaware	1,116,000
				Grand Total	$355,961,485
				Average	$7,119,230

To emphasize the geographic variation in the development of tourism promotion in the U.S., the state travel office budgets are grouped by the nine U.S. Census Regions in Table B. Percentage increases/decreases of the average budget per Census region over 1989-90 spending levels are also shown. The number of states comprising each region is shown in parentheses.

The East North Central region posted the highest average state travel office budget ($12,803,848), with two of its five states in the top ten tourism budgets. This region experienced a 22 percent growth in average budget over a year ago. The Mid-Atlantic region followed closely with an average budget of $12,182,368. However, this region showed a 14 percent decline in their average budget from last year.

TABLE B: 1990-91 STATE TRAVEL OFFICE BUDGETS BY CENSUS REGION

	1990-91 Average Budget Per Region	Percent Change from 1989-90 Actual Budget
New England	$2,781,960 (6)	0.9%
Mid-Atlantic	12,182,368 (3)	-13.8
South Atlantic	7,099,961 (8)	4.6
East South Central	6,308,148 (4)	11.6
East North Central	12,803,848 (5)	21.9
West South Central	10,724,725 (4)	11.3
West North Central	4,063,556 (7)	5.7
Mountain	4,851,995 (8)	7.0
Pacific	9,302,270 (5)	-4.6
All States	$7,119,230 (50)	5.1

Note: Number of states reporting is given in parentheses.

*Census Regions

NEW ENGLAND:	Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont
MID-ATLANTIC:	New Jersey, New York, Pennsylvania
SOUTH ATLANTIC:	Delaware, Florida, Georgia, Maryland, Virginia, North Carolina, South Carolina, West Virginia
EAST SOUTH CENTRAL:	Alabama, Kentucky, Mississippi, Tennessee
WEST SOUTH CENTRAL:	Arkansas, Louisiana, Oklahoma, Texas
EAST NORTH CENTRAL:	Indiana, Illinois, Michigan, Ohio, Wisconsin
WEST NORTH CENTRAL:	Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota
MOUNTAIN:	Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming
PACIFIC:	Alaska, California, Hawaii, Oregon, Washington

Two-Year Breakdown and Comparison

Table C compares the average 1990-91 projected breakdown for each of the budget categories with 1989-90 actual spending levels. On average, more money has been allotted for administrative costs, welcome center operation, research, personnel services, and inquiry fulfillment in 1990-91. However, less money is planned to be used for press and public relations, domestic and foreign promotion than in 1989-90.

TABLE C: SUMMARY OF AVERAGE BUDGETED EXPENDITURES BY CATEGORY

Category*	1989-90 Average Actual Budget		1990-91 Average Projected Budget		Annual Percent Change
Advertising	$2,418,133	(50)	$2,434,432	(50)	0.7%
Personnel Services	923,521	(48)	995,949	(47)	7.8
Administrative Costs	456,933	(47)	687,225	(46)	50.4
Printing & Production	579,788	(46)	569,925	(42)	-1.7
Inquiry Fulfillment	390,432	(44)	413,840	(42)	6.0
Press & Public Relations	130,987	(42)	103,179	(42)	-21.2
Domestic Sales Promotion	169,723	(30)	141,248	(33)	-16.8
Int'l Adv./Promotion	447,188	(33)	374,134	(39)	-16.3
Research	115,524	(43)	126,678	(40)	9.7
Matching Funds Program	738,921	(35)	765,466	(34)	3.6
Welcome Center Operation	428,008	(36)	488,399	(36)	14.1
Other	791,533	(34)	755,555	(37)	-4.5
Total Budget	$6,776,526	(50)	$7,119,230	(50)	5.1%

*Descriptions of each expenditure category are given in Appendix A.
Note: Number of states reporting is given in parentheses.

Descriptions of each expenditure category given in Appendix A were included in this year's survey for use by state travel offices in preparing their budget breakdowns.

A total of 16 travel offices included allocations for Direct Grants in their 1990-91 budget, with an average of $227,943 (16).

The annual percentage increase or decrease from the 1989-90 actual expenditures to the 1990-91 projected total budget for each state, as reported in the current survey, is shown in Table D.

TABLE D: ANNUAL PERCENT CHANGE IN TOTAL STATE TRAVEL OFFICE BUDGETS

			1989-90 Actual	1990-91 Projected	Annual Percent Change
1	AL	Alabama	$5,132,772	$5,417,121	6%
2	AK	Alaska	15,039,870	10,189,100	-32
3	AZ	Arizona	5,357,200	5,692,300	6
4	AR	Arkansas	6,370,290	7,200,000	13
5	CA	California	6,500,000	8,400,000	29
6	CO	Colorado	7,817,911	8,254,000	6
7	CT	Connecticut	1,314,493	1,243,509	-5
8	DE	Delaware	1,405,000	1,116,000	-21
9	FL	Florida	9,597,996	11,883,603	24
10	GA	Georgia	8,365,684	8,786,833	5
11	HA	Hawaii	21,998,836	22,347,664	2
12	ID	Idaho	2,328,867	2,792,096	20
13	IL	Illinois	22,035,500	31,900,000	45
14	IN	Indiana	3,000,000	3,500,000	17
15	IA	Iowa	4,463,357	4,588,000	3
16	KS	Kansas	2,131,591	2,132,585	0
17	KY	Kentucky	5,118,600	6,602,500	29
18	LA	Louisiana	5,233,333	9,450,000	81
19	ME	Maine	2,042,707	1,607,408	-21
20	MD	Maryland	6,337,851	6,910,000	9
21	MA	Massachusetts	6,460,000	5,500,000	-15
22	MI	Michigan	13,474,581	14,455,400	7
23	MN	Minnesota	8,071,000	8,593,497	6
24	MS	Mississippi	2,217,503	2,260,370	2
25	MO	Missouri	6,047,652	6,490,716	7
26	MT	Montana	4,896,592	5,108,418	4
27	NE	Nebraska	1,486,319	1,590,092	7
28	NV	Nevada	5,116,710	5,080,588	-1
29	NH	New Hampshire	2,123,489	2,903,844	37
30	NJ	New Jersey	6,985,200	7,618,000	9
31	NM	New Mexico	2,702,500	4,014,317	49
32	NY	New York	19,393,900	14,106,800	-27
33	NC	North Carolina	5,913,110	7,188,329	22
34	ND	North Dakota	1,500,000	1,500,000	0
35	OH	Ohio	5,320,702	5,375,441	1
36	OK	Oklahoma	6,311,326	6,887,643	9
37	OR	Oregon	2,830,305	2,477,793	-12
38	PA	Pennsylvania	16,030,621	14,822,305	-8
39	RI	Rhode Island	2,738,000	2,855,000	4
40	SC	South Carolina	9,540,000	9,352,000	-2
41	SD	South Dakota	3,200,000	3,550,000	11
42	TN	Tennessee	10,145,000	10,952,600	8
43	TX	Texas	20,614,698	19,361,256	-6
44	UT	Utah	3,913,937	4,245,400	8
45	VT	Vermont	1,856,525	2,582,000	39
46	VA	Virginia	10,458,700	7,825,486	-25
47	WA	Washington	2,397,976	3,096,791	29
48	WV	West Virginia	2,690,220	3,737,439	39
49	WI	Wisconsin	8,671,400	8,788,400	1
50	WY	Wyoming	4,126,488	3,628,841	-12
		Total	$338,826,312	$355,961,485	5.1%
		Average	$6,776,526	$7,119,230	

A five-year summary comparison of state travel office budgets is presented in Table E. Actual state travel office budget totals and averages for fiscal years 1986-87 through 1988-89 for the fifty states, as given in the three preceding state travel office surveys, are compared with the actual 1989-90 and projected 1990-91 total budget figures from this year's survey.

TABLE E: FIVE-YEAR COMPARISON OF STATE TRAVEL OFFICE BUDGETS

Fiscal Year	Total Actual Budget	Average Actual Budget	Annual Percent Change
1986-87	243,634,941	4,872,699 (50)	15.1%
1987-88	290,638,421	5,812,768 (50)	19.3
1988-89	320,699,175	6,413,984 (50)	10.3
1989-90	338,826,312	6,776,526 (50)	5.7
1990-91*	355,961,485	7,119,230 (50)	5.1

*Projected budgets for 1990-91
Note: Number of states reporting given in parentheses

Advertising Budgets

The state 'advertising' budget is the sum of media purchase and production costs. Travel offices report proposed 1990-91 advertising budgets totaling $121,721,604, an average of $2,434,432 (50) per state. Advertising budgets for 1990-91 vary from a low of $110,000 to a high of $10,000,000, as shown in Table F.

The actual average of advertising expenditures for 1989-90 was $2,418,133 (50). Overall, the portion of total budgets allocated for advertising was 36 percent for 1989-90 and 34 percent for 1990-91.

The DC Committee to Promote Washington reported a 1990-91 advertising budget of $1,110,000, up from $1,017,162 last year.

TABLE F: 1990-91 PROJECTED ADVERTISING BUDGETS BY RANK*

1	Illinois	$10,000,000	26	Iowa	1,975,000
2	New York	6,900,000	27	Utah	1,748,800
3	Missouri	5,089,223	28	Wyoming	1,646,648
4	Louisiana	4,900,000	29	South Dakota	1,617,000
5	Hawaii	4,713,521	30	New Mexico	1,502,801
6	Florida	4,529,600	31	Alabama	1,497,860
7	Texas	4,500,000	32	Minnesota	1,312,300
8	California	4,265,000	33	Nevada	1,260,000
9	Alaska	3,992,663	34	Indiana	1,250,000
10	Pennsylvania	3,888,100	34	Rhode Island	1,250,000
11	Georgia	3,887,843	35	Maryland	1,200,000
12	Michigan	3,800,000	36	Vermont	903,175
12	Wisconsin	3,800,000	36	New Hampshire	896,910
13	Colorado	3,320,000	37	Washington	526,137
14	Arkansas	3,288,710	38	Mississippi	500,000
15	New Jersey	3,200,000	39	Ohio	500,000
16	North Carolina	3,074,350	40	Maine	450,000
17	Tennessee	3,015,000	41	Idaho	412,000
18	South Carolina	2,985,000	42	Oregon	396,293
19	Arizona	2,700,000	43	North Dakota	373,000
20	West Virginia	2,672,821	44	Nebraska	334,385
21	Kentucky	2,600,000	45	Connecticut	240,000
22	Oklahoma	2,231,709	46	Kansas	175,000
23	Virginia	2,205,980	47	Delaware	110,000
24	Montana	2,084,775			
25	Massachusetts	2,000,000			
				Grand Total	$121,721,604
				Average	$2,434,432

*States are ranked 1-47 due to identical advertising budgets for Michigan/Wisconsin, Indiana/Rhode Island, and Mississippi/Ohio.

As with total budgets, advertising budgets are unevenly distributed over the range. Twenty-two states have advertising budgets greater than the average. The sum of the advertising budgets for the top ten states represents 43 percent of the total funds allotted for advertising by all fifty travel offices. Travel offices in 29 states project to spend between $1 and $4 million, while 13 states have budgeted under one million dollars.

Average advertising budgets by Census Region are given in Table G. The Mid-Atlantic region outpaces the other regions in advertising spending ($4,662,700), with two of the three states in the region ranking among the top ten states in advertising spending overall.

Seven census regions enjoyed gains in their average state advertising budgets. The West South Central region jumped 28 percent from 1989-90; the East South Central rose nearly 26 percent over last year's level. The Mid-Atlantic region, although it reports the highest average for advertising spending, declined over 30 percent from a year ago.

TABLE G: 1990-91 STATE TRAVEL ADVERTISING BUDGETS BY CENSUS REGION

Census Region	1990-91 Average Budget Per Region	Percent Change from 1989-90 Actual Budget
New England	956,681 (6)	0.5%
Mid-Atlantic	4,662,700 (3)	-32.1
South Atlantic	2,583,199 (8)	7.2
East South Central	1,903,215 (4)	25.7
East North Central	3,870,000 (5)	-3.8
West South Central	3,730,105 (4)	28.4
West North Central	1,553,701 (7)	2.3
Mountain	1,834,378 (8)	11.0
Pacific	2,778,723 (5)	1.7
All States	$2,434,432 (50)	0.7%

Note: Number of states reporting is given in parentheses.

*See page 7 for states comprising each Census Region.

The annual percentage increase or decrease from the 1989-90 actual expenditures to the 1990-91 projected advertising budget for each state, as reported in the current survey, is shown in Table H.

TABLE H: ANNUAL CHANGE IN STATE TRAVEL ADVERTISING BUDGETS

			1989-90 Actual	1990-91 Projected	Annual Percent Change
1	AL	Alabama	$1,025,748	$1,497,860	46%
2	AK	Alaska	6,615,218	3,992,663	-40
3	AZ	Arizona	3,031,100	2,700,000	-11
4	AR	Arkansas	3,268,911	3,288,710	1
5	CA	California	2,445,000	4,265,000	74
6	CO	Colorado	3,311,687	3,320,000	0
7	CT	Connecticut	396,600	240,000	-39
8	DE	Delaware	157,200	110,000	-30
9	FL	Florida	3,355,806	4,529,600	35
10	GA	Georgia	3,605,532	3,887,843	8
11	HA	Hawaii	3,337,177	4,713,521	41
12	ID	Idaho	285,185	412,000	44
13	IL	Illinois	10,000,000	10,000,000	0
14	IN	Indiana	1,150,000	1,250,000	9
15	IA	Iowa	2,136,825	1,975,000	-8
16	KS	Kansas	169,164	175,000	3
17	KY	Kentucky	1,700,900	2,600,000	53
18	LA	Louisiana	1,157,166	4,900,000	323
19	ME	Maine	513,000	450,000	-12
20	MD	Maryland	1,388,070	1,200,000	-14
21	MA	Massachusetts	2,430,000	2,000,000	-18
22	MI	Michigan	3,966,507	3,800,000	-4
23	MN	Minnesota	1,609,845	1,312,300	-18
24	MS	Mississippi	421,250	500,000	19
25	MO	Missouri	4,695,123	5,089,223	8
26	MT	Montana	2,042,260	2,084,775	2
27	NE	Nebraska	262,211	334,385	28
28	NV	Nevada	1,260,000	1,260,000	0
29	NH	New Hampshire	745,000	896,910	20
30	NJ	New Jersey	3,691,400	3,200,000	-13
31	NM	New Mexico	556,500	1,502,801	170
32	NY	New York	11,903,700	6,900,000	-42
33	NC	North Carolina	2,259,086	3,074,350	36
34	NC	North Dakota	373,000	373,000	0
35	OH	Ohio	602,300	500,000	-17
36	OK	Oklahoma	2,162,407	2,231,709	3
37	OR	Oregon	748,305	396,293	-47
38	PA	Pennsylvania	5,012,147	3,888,100	-22
39	RI	Rhode Island	1,195,000	1,250,000	5
40	SC	South Carolina	2,875,000	2,985,000	4
41	SD	South Dakota	1,382,697	1,617,000	17
42	TN	Tennessee	2,906,500	3,015,000	4
43	TX	Texas	5,030,000	4,500,000	-11
44	UT	Utah	1,652,574	1,748,800	6
45	VT	Vermont	431,970	903,175	109
46	VA	Virginia	4,040,500	2,205,980	-45
47	WA	Washington	515,079	526,137	2
48	WV	West Virginia	1,600,000	2,672,821	67
49	WI	Wisconsin	4,400,000	3,800,000	-14
50	WY	Wyoming	1,085,986	1,646,648	52
		TOTAL	$120,906,636	$121,721,604	0.7%
		AVERAGE	$2,418,133	$2,434,432	

States were requested in the survey to categorize their media purchase budget according to the advertising media to be used. Thirty-nine states provided a complete media purchase breakdown by six categories, with the average amount budgeted per medium detailed in Table I.

The DC Committee to Promote Washington reported a media purchase budget for 1990-91 of $1,050,000, split between newspaper and magazine advertising.

Twenty-three travel offices included solicitation of conventions in their 1990-91 general promotion budget. On average, states dedicated $102,274 (38) for participation in about 15 travel shows (47) for 1990-91, including domestic, international, consumer and trade shows.

Forty-one states were able to estimate their foreign promotion and media purchase amount for the upcoming year. As shown in the tables, "Budget -- 1990-91 Advertising", these budgets ranged from $9,800 to $3,053,600, with an average of $363,567 per state (41). A few states noted the Canadian market is included in domestic totals.

TABLE I: ANNUAL PERCENT CHANGE IN MEDIA PURCHASE BUDGETS, BY MEDIUM

Medium	1989-90 Average Actual Budget	1990-91 Average Actual Budget	Annual Percent Change
Television	$1,044,683 (38)	$1,070,107 (30)	2.4%
Magazine	$622,614 (44)	649,500 (38)	4.3
Other	166,545 (18)	273,661 (18)	64.3
Newspaper	263,970 (33)	239,193 (29)	-9.4
Radio	279,122 (22)	202,993 (17)	-27.3
Outdoor	73,107 (9)	91,156 (7)	24.7

Note: Number of states reporting is given in parentheses.

A five-year summary comparison of advertising budgets is presented in Table J. Actual averages for fiscal years 1986-87 through 1988-89 provided by the states, compiled from the three preceding surveys, are compared with actual 1989-90 and projected 1990-91 aggregate advertising figure.

TABLE J: FIVE-YEAR COMPARISON OF ADVERTISING BUDGETS

Fiscal Year	Average Actual Budget	Annual Percent Change
1986-87	2,199,413 (48)	29.4%
1987-88	2,256,379 (50)	2.6
1988-89	2,551,310 (48)	13.1
1989-90	2,418,133 (50)	-5.2
1990-91*	2,434,432 (50)	0.7

*Projected advertising budgets for 1990-91
Note: Number of states reporting given in parentheses

GENERAL PROMOTION

Special travel promotion themes or slogans for 48 states are listed in "General Promotion -- Table 1." Note that some states use more than one slogan in their promotional efforts.

Ten states operate out-of-state information centers within the United States. The six New England states share an office in New York City so just four states individually operate an out-of-state information center. While only a small percentage of states operate these out-of-state information centers, 29 states operate foreign tourist information centers, mainly in Japan, Canada, Germany, England and Belgium.

All but five state travel offices offer some type of toll-free number and 17 states and the District of Columbia report using a different toll-free number for inquiries resulting from advertising. Some of the toll-free lines are seasonal or dedicated to providing specific travel information, such as weather or event updates. Only two states do not host an annual state travel conference.

PACKAGE TOURS

Most states facilitate the development of package tours and many states distribute package tour literature. Survey results indicate that 39 states facilitate the development of package tours and 33 states distribute package tour literature. In addition, 13 states published and distributed catalogs of state tour packages in 1989. Eighteen states conducted familiarization tours relative to those given in their package tour catalogs in 1989.

Twenty-eight states noted that their travel office budget includes funds for development and/or promotion of package tours and 34 states have at least one staff member assigned to tour package development.

PRESS AND PUBLIC RELATIONS

Almost all of the state travel offices have a designated public relations or press information officer as shown in "Press and Public Relations -- Table 1." In addition, all but six states publish a travel-related newsletter.

Forty states and the District of Columbia estimate that at least one-half of their publicity efforts are directed to an out-of-state audience. On average, states hosted about nine press tours each in 1989. In the same year, about 50 press people, on average, were taken on each press tour. Ten states noted that they organize individual press tours.

RESEARCH

The tables in the "Research" section describe many of the research projects undertaken by the state travel offices. One or more staff members are currently dedicated to travel research in 46 states and the District of Columbia. Increasing from 13 states last year, 17 states now list a staff member who has research as a full-time responsibility.

Most states conduct detailed research studies in addition to their ongoing data gathering projects. Studies are mostly conducted solely or jointly by the travel office, another state agency, an advertising agency, outside research firms or university research centers.

As outlined in "Research -- Table 1," states reported conducting the following types of studies during 1989-90. One study could cover more than one of these objectives:

Type of Study Conducted in 1989-90	Number of States
Economic Impact	36
Advertising Effectiveness/Conversion	30
State Visitor Profile	26
Consumer Attitude/Awareness/Image	27

In addition to these types of studies, 28 states specified other research projects, described under additional comments in "Research -- Table 2." Ongoing travel data gathering projects for 48 states and the District of Columbia are detailed in this table as well. These programs involve counts and surveys of welcome center visitors; motor vehicle counts; collection of data on travel-related business receipts; and visitation at state facilities and private attractions.

State travel offices were asked to identify major problems facing tourism development in their respective states. The majority of states shared common concerns. Frequently mentioned limitations include:

- lack of recognition for tourism as a major factor in the state's economy
- budgetary or other funding constraints
- current economic conditions
- increased competition from other states and foreign destinations
- fears that tourism will displace existing lifestyle in the state
- lack of adequate infrastructure or resources
- concerns over transportation accessibility
- lack of cooperation among travel industry segments within state

WELCOME CENTERS

Many types of state welcome centers are described in "Welcome Centers -- Tables 1 and 2." As noted in the tables, some welcome centers receive funding exclusively from state travel offices while others receive funding from outside sources. Information included covers highway welcome centers which are usually constructed by a state's transportation department and operated by a state's travel office; highway rest areas which may also provide tourist information services; and visitor or information centers which usually promote a city or region within the state.

Forty-eight states operate approximately 685 state welcome centers. An estimated 53 percent of these centers are permanent facilities and are open year-round. On the average, each state operates 14 facilities and employs an average of four full-time and three part-time employees at each welcome center. However, estimates range from one center in Arizona to 180 centers in Washington state. The District of Columbia operates one permanent visitor center.

Eleven states do not provide any funding for welcome centers. Conversely, 39 states provide at least part of welcome center funding and 16 states cover 100 percent of operational costs for highway welcome centers in their state.

The 39 states which supply all or some funding for their welcome centers report that the funds are allocated as follows:

Funds Allocated For:	States	Percent
Staffing	38	97%
Staff Training	36	92
Internal Furnishing	29	74
Travel Literature/Brochures	28	72
Internal Maintenance/Upkeep	28	72
Property Maintenance/Upkeep	18	46
Renovation/Major Repair	13	33
Construction	6	15

Forty-one states report receiving funding for welcome centers from outside sources. Highway or transportation departments were cited by 37 states as a source of outside funding for welcome centers. City/county governments, chambers of commerce and convention and visitor bureaus were also cited as sources of funding. In nine states, travel offices did not provide any funds for welcome centers and all funds were supplied by outside sources.

Most states collect statistics on visitor volumes at state welcome centers and collection methods are listed in "Welcome Centers -- Table 2." The methods vary and include logs of visitors requesting information or otherwise interacting with staff members; guest signature books; vehicle counts combined with travel party size estimates; and on-site surveys.

Additional comments include descriptions of welcome centers which are planned or under construction and descriptions of other welcome centers which do not receive travel office funding.

SURVEY RESPONSES

State	State Agency Responsible for Travel Development	Breakdown and Size of Travel Office Staff	Full-time	Part-time	State Travel Director	Length of Service as of July 1990 As Director	In Agency	Position Appointed? Appointed by Whom?	Under Civil Service?
AL	Alabama Bureau of Tourism & Travel 532 S. Perry St. Montgomery, AL 36104-4614 205/261-4169	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	11 9 41 61	1 1	Lisa Walsh Shivers Director	3 years 5 months 3 years 5 months		Yes Governor	No*
AK DOT	Alaska Division of Tourism P.O. Box E Juneau, AK 99811 907/465-2012	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	8 7 1 16	 3 3	Dana Brockway Director	1 year 1 year		Yes Governor	No
AK ATMC	Alaska Tourism Marketing Council 3601 C Street, Suite 700 Anchorage, AK 99503	Prof./Mgmt. Cler./Sec. TOTAL	2 1 3		Bob Miller Executive Director	1 year 7 months 1 year 7 months		Yes ATMC Board	No
AZ	Arizona Office of Tourism 1100 W. Washington Phoenix, AZ 85007 602/542-8687	Prof./Mgmt. Cler./Sec. Welcome Center Intern/student TOTAL	9 7 3 19	 2 2	Michael Leyva Acting Director	6 years 6 months 1 month		Yes Governor	No
AR	Arkansas Department of Parks & Tourism One Capitol Mall Little Rock, AR 72201 501/371-1087	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	18 8 38 64	 1 1	Joe Rice Director	8 years 3 years 1 month		Yes Governor	No
CA	Office of Tourism 1121 L Street - Suite 103 Sacramento, CA 95814 916/322-1396	Prof./Mgmt. Cler./Sec. Other TOTAL	5 4 2 11	 1 1	Florence Snyder Director	7 years 2 months 7 years 2 months		Yes Governor	No
CO	Colorado Tourism Board 1625 Broadway Denver, CO 80202 303/592-5410	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	12 3 5 20		Rich Meredith Executive Director	6 years 5 months 1 year 5 months		No	Yes
CT	Connecticut Department of Economic Development Tourism Division 865 Brook Street Rocky Hill, CT 06067 203/258-4286	Prof./Mgmt. Cler./Sec. Welcome Center Intern/student TOTAL	6 3 2 1 12	 22 3 25	Barnett Laschever Director	15 years 8 months 15 years 8 months		No	Yes
DE	Delaware Tourism Office 99 Kings Highway P.O. Box 1401 Dover, DE 19903 302/736-4254	Prof./Mgmt. Cler./Sec. TOTAL	3 1 4		Catherine Wheeler Director of Tourism	6 years 4 months 6 years 4 months		No	No
DC CVA	Washington DC Convention & Visitors Association 1212 New York Avenue, NW Washington,D.C. 20005 202/789-7000	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	3 3 2 8		Marie Levin Tibor Director of Tourism	8 years 6 years			No
DC COMM	D.C. Committee to Promote Washington 415 12th St., N.W. Room 312 Washington, D.C. 20004 202/724-4091	Prof./Mgmt. Cler./Sec. Intern/student TOTAL	6 2 8	 3 3	Deirdre Daly Director, D.C. Committee to Promote Washington	6 years 6 years		No	Yes
FL	Florida Div. of Tourism Collins Building Tallahassee, FL 32301 904/488-5607	Prof./Mgmt. Cler./Sec. Welcome Center Sales Intern/student Other TOTAL	19 25 42 26 4 116	 1 2 4 7	Don Ray Acting Director	3 months New (11/90)		Yes Secretary of Commerce	No

See "General Administration — Table 2" for explanatory notes

State	State Agency Responsible for Travel Development	Breakdown and Size of Travel Office Staff	Full-time	Part-time	State Travel Director	Length of Service as of July 1990 As Director	In Agency	Position Appointed? Appointed by Whom?	Under Civil Service?
GA	Georgia Department of Industry & Trade Tourist Division 230 Peachtree St. NW Suite 605 Atlanta, GA 30303 404/656-3590	Prof./Mgmt. Cler./Sec. Welcome Center Intern/student TOTAL	25 5 91 121	 30 6 36	Hanna Ledford Deputy Commissioner for Tourism	22 years 7 years		Yes Commissioner of Department	Yes
HI STO	Hawaii Tourism Office Grosvenor Center 737 Bishop Street Mauka Tower #1900 Honolulu, HI 96813 808/548-7700	Prof./Mgmt. Cler./Sec. Intern/student TOTAL	5 2 7	 1 1	Muriel Anderson Manager	6 years 4 months 6 years 4 months		No	Yes
HI HVB	Hawaii Visitors Bureau 2270 Kalakaua Avenue Suite 801 Honolulu, HI 96815 808/923-1811	Prof./Mgmt. Cler./Sec. Sales Welcome Center Intern/student TOTAL	45 40 4 4 7 100		Stanley Hong President	6 years 6 years		Yes HVB Board of Directors	No
ID	Division of Travel Promotion Department of Commerce Statehouse, Room 108 Boise, ID 83720	Prof./Mgmt. Cler./Sec. Intern/student Admin./Accounting TOTAL	5 3 1 2 11		Carl Wilgus Director	3 years 3 months 3 years 3 months		Yes Department of Commerce Director	No
IL	Illinois Office of Tourism State of Illinois Center 100 W. Randolph #3-400 Chicago, IL 60601 312/814-4732	Prof./Mgmt. Cler./Sec. Welcome Center Intern/student TOTAL	14 10 8 32	 2 2	Lynda Simon Deputy Director	9 years 7 months 9 years 7 months		Yes Governor	No
IN	Tourism Development Div. Indiana Commerce Center One North Capitol #700 Indianapolis, IN 46204 317/232-8860	Prof./Mgmt. Cler./Sec. Welcome Center Sales Intern/student TOTAL	6 3 9 1 1 20		Denise Miller Director	1 year 9 months 1 year 9 months		Yes Lieutenant Governor	No
IA	Division of Tourism Iowa Department of Economic Development 200 East Grand Des Moines, IA 50309 515/281-3100	Prof./Mgmt. Cler./Sec. Admin. Welcome Center Intern/student TOTAL	7 2 9	 1 15 1 17	David Reynolds Division Administrator	2 years 2 months 2 years 2 months		No	No
KS	Kansas Department of Travel & Tourism 400 W. 8th, Suite 500 Topeka, KS 66603 913/296-2009	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	7 5 11 23	 2 10 12	Bob Murrey Director	3 months 3 months		Yes Governor	No
KY	Department of Travel Development Capital Plaza Tower 22nd Floor Frankfort, KY 40601 502/564-4930	Prof./Mgmt. Cler./Sec. Welcome Center Sales Interns/student TOTAL	19 17 19 17 1 73	 4 4	Mimi Lewis Commissioner	15 years 4 years 3 months		Yes Governor	No
LA	Louisiana Office of Tourism P. O. Box 94291 Baton Rouge, LA 70804-9291 504/925-3850	Prof./Mgmt. Cler./Sec. Welcome Center Sales Other TOTAL	13 4 30 4 3 54	 5 30 4 2 41	Bob LeBlanc Assistant Secretary	14 years 14 years		Yes Lieutenant Governor	No
ME	Department of Economic & Community Development Office of Tourism 189 State Street Augusta, ME 04333 207/289-5710	Prof./Mgmt. Cler./Sec. TOTAL	8 1 9		Hilary Sinclair Deputy Commissioner for Tourism	3 years 1 year 6 months		Yes Governor or Commissioner	No

See "General Administration — Table 2" for explanatory notes

GENERAL ADMINISTRATION — TABLE 1

State	State Agency Responsible for Travel Development	Breakdown and Size of Travel Office Staff	Full-time	Part-time	State Travel Director	Length of Service as of July 1990	Position Appointed?	Under Civil Service?
						As Director / In Agency	Appointed by Whom?	
MD	Maryland Office of Tourism Development 217 E. Redwood, Suite 901 Baltimore, MD 21202 301/333-6611	Prof./Mgmt. Cler./Sec. Welcome Center Intern/student Other TOTAL	11 4 10 2 4 31	 2 2	George Williams Director	4.5 months 4.5 months	Yes Governor	No
MA	Executive Office of Economic Affairs Office of Travel & Tourism 100 Cambridge St., 13th Floor Boston, MA 02202 617/727-3201	Prof./Mgmt. Cler./Sec. Welcome Center Intern/student TOTAL	9 8 4 4 27		Deborah First Acting Director	5 years 11 months 10 months	Yes Governor	No
MI	Michigan Travel Bureau Department of Commerce P.O. Box 30226 Lansing, MI 48909 517/373-0670	Prof./Mgmt. Cler./Sec. Welcome Center Intern/student TOTAL	20 7 4 31	 3 6 9	John Savich Director	6 years 4 months 6 years 4 months	No	Yes
MN	Department of Trade & Economic Development Office of Tourism 375 Jackson -- 250 Skyway St. Paul, MN 55101 612/296-2755	Prof./Mgmt. Cler./Sec. Welcome Center Intern/student TOTAL	29 10 15 54	3 11 60 74	Henry Todd Director	17 years 12 years	Yes Governor	No
MS	Department of Economic Development Tourism Division P. O. Box 849 Jackson, MS 39205 601/359-3297	Prof./Mgmt. Cler./Sec. Welcome Center Film Promotion TOTAL	6 5 37 2 50		John Horhn Associate Director	1 year 7 months 1 year 7 months	Yes Agency Director & Governor	No
MO	Missouri Div. of Tourism Truman Building P.O. Box 1055 Jefferson City, MO 65102 314/751-4133	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	10 5 21 36		Marjorie Beenders Director	7 years 6 months 7 years 6 months	No	No
MT	Montana Promotion Division Department of Commerce Helena, MT 59620-0411 406/444-2654	Prof./Mgmt. Cler./Sec. TOTAL	11 3 14	1 3 4	Sandra Guedes Travel Director	4 years 9 months 9 months	No	Yes
NE	Division of Travel & Tourism Department of Econ. Devlpmnt. 301 Centennial Mall South P. O. Box 94666 Lincoln, NE 68509 402/471-3800	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	5 4 2 11	 34 34	Peggy Briggs Director	7 years 4 months 6 years	No	Yes
NV	Commission on Tourism Capital Complex Carson City, NV 89710 702/687-4322	Prof./Mgmt. Cler./Sec. Intern/Student TOTAL	13 12 1 26	1 1 1 3	Bob Barker Executive Director	9 months 9 months	Yes Governor	No*
NH	Office of Vacation Travel 172 Pembroke Road P.O. Box 856 Concord, NH 03301 603/271-2665	Prof./Mgmt. Cler./Sec. Interns/students TOTAL	3 3 6	 1 1	Christopher A. Jennings Travel Director	9 months 9 months	No	Yes
NJ	Division of Travel & Tourism Twenty West State St. CN-826 Trenton, NJ 08625 609/292-2470	Prof./Mgmt. Cler./Sec. Welcome Center Other TOTAL	13 6 14 2 35	 13 2 15	Eugene Dilbeck Director	1 month 1 month	Yes Governor	No
NM	Economic Development & Tourism Department 1100 St. Francis Dr. Santa Fe, NM 87503 505/827-0295	Prof./Mgmt. Cler./Sec. Welcome Center Other TOTAL	5 5 18 1 29	 1 7 8	Suz Bainbridge* Director	7 months 7 months	Yes Governor	No

See "General Administration -- Table 2" for explanatory notes

State	State Agency Responsible for Travel Development	Breakdown and Size of Travel Office Staff	Full-time	Part-time	State Travel Director	Length of Service as of July 1990 As Director	In Agency	Position Appointed? Appointed by Whom?	Under Civil Service?
NY	Division of Tourism Dept. of Economic Develop. One Commerce Plaza Albany, NY 12245 518/473-0715	Prof./Mgmt. Cler./Sec. Sales Intern/student Other TOTAL	12 6 10 1 3 32		Michele Vennard Deputy Commissioner of Tourism	3 years 3 years		Yes Governor	No
NC	Div. of Travel & Tourism Department of Commerce 430 N. Salisbury St. Raleigh, NC 27611 919/733-4171	Prof./Mgmt. Cler./Sec. Welcome Center Intern/student TOTAL	10 10 40 60	 3 5 1 9	Richard D. Trammell Director	1 year 2 months 1 year 2 months		Yes Governor	No
ND	North Dakota Tourism Promotion Liberty Memorial Bldg. 600 East Boulevard Bismarck, ND 58505 701/224-2525	Prof./Mgmt. Cler./Sec. Welcome Center Other TOTAL	4 3 2 9	 16 16	Jim Puglie Tourism Director	5 years 5 years		No 	Yes
OH	Division of Travel & Tourism Ohio Department of Development P. O. Box 1001 Columbus, OH 43266-0101 614/466-8844	Prof./Mgmt. Cler./Sec. Welcome Center Sales Intern/student Other TOTAL	7 4 1 1 6 19	 7 1 8	Gene Matheney Acting Director	5 years 6 months New (9/90)		Yes Governor	No
OK	Oklahoma Tourism & Recreation Dept. Div. of Mktg. Services 505 Will Rogers Bldg. Oklahoma City, OK 73105 405/521-2406	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	21 15 31 67	 3 21 24	Kathleen Marks Director	6 months 6 months		Yes Executive Director	No
OR	Tourism Division Economic Development Dept. 595 Cottage St., NE Salem, OR 97310 503/373-1270	Prof./Mgmt. Cler./Sec. Welcome Center Intern/student TOTAL	5 4 * 9	 * 1 1	Julie Curtis Acting Director	2 years 6 months New (12/90)		Yes Governor**	No
PA	Travel Marketing Bureau Department of Commerce Forum Bldg. Harrisburg, PA 17120 717/787-5453	Prof./Mgmt Cler./Sec. TOTAL	4 2 6	 	Mark Hoy Director	1 year 3 months 1 year 3 months		Yes Secretary of Commerce	No
RI	Department of Economic Development 7 Jackson Walkway Providence, RI 02903 401/277-2601	Prof./Mgmt. Cler./Sec. Welcome Center Intern/student TOTAL	7 1 5 13	 2 3 5	David DePetrillo Director	16 years 3 months 7 years		Yes Director of Economic Development	No
SC	Department of Parks, Recreation & Tourism Division of Tourism 1205 Pendelton St., #113 Columbia, SC 29201 803/734-0135	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	18 9 40 67	 10 10	Marion Edwards Director	 New (2/91)		No 	No*
SD	South Dakota Department of Tourism Capitol Lake Plaza 711 Wells Ave. Pierre, SD 57501 605/773-3301	Prof./Mgmt. Cler./Sec. Sales Welcome Center Intern/student TOTAL	11 3 4 18	2 5 37 5 49	Elmer Edwards Secretary of Tourism	9 years 6 months 9 years 6 months		Yes Governor	No
TN	Tennessee Department of Tourist Development 320 Sixth Avenue North Fifth Floor Nashville, TN 37219 615/741-2159	Prof./Mgmt. Cler./Sec. Welcome Center Sales TOTAL	14 16 123 * 157	 	Sandra Fulton Commissioner	3 years 8 months 3 years 8 months		Yes Governor	No

See "General Administration — Table 2" for explanatory notes

GENERAL ADMINISTRATION — TABLE 1

State	State Agency Responsible for Travel Development	Breakdown and Size of Travel Office Staff	Full-time	Part-time	State Travel Director	Length of Service as of July 1990	Position Appointed?	Under Civil Service?
						As Director / In Agency	Appointed by Whom?	
TX HWYS	Department of Highways & Public Transportation Travel & Information Div. 11th & Brazos Streets Austin, TX 78701 512/463-8601	Prof./Mgmt. Cler./Sec. Welcome Center TX HWYS Magazine* TOTAL	14 6 47 23 90	 10 10	J. Don Clark Director	13 years 1 month 4 years	Yes Engineer-Director Hwy. Dept.	No
TX TOUR	Tourism Division TX Department of Commerce Box 12008 Capitol Station Austin, TX 78711 512/462-9191	Prof./Mgmt. Cler./Sec. TOTAL	24 11 35	 	Margaret Megee Director	New (8/90) New (8/90)	No	No
UT	Division of Travel Development Council Hall/Capital Hill Salt Lake City, UT 84114 801/538-1030	Prof./Mgmt. Cler./Sec. Sales TOTAL	10 3 1 14	3 4 7	Jay Woolley Director	5 years 4 months 5 years 4 months	Yes Governor	Yes
VT	Agency of Development & Community Affairs Vermont Travel Division 134 State Street Montpelier, VT 05602 802/828-3236	Prof./Mgmt. Cler./Sec. Welcome Center Intern/student TOTAL	5 7 9 21	 1 6 1 8	Donald Lyons Director	28 years 3 months 28 years 3 months	No 	Yes
VA	Virginia Division of Tourism 1021 E. Cary Street 14th Floor Richmond, VA 23219 804/786-2051	Prof./Mgmt. Cler./Sec. Welcome Center Sales Other TOTAL	14 10 40 6 3 73*	3 4 1 8	Patrick McMahon Director of Tourism	5 years 1 month 5 years 1 month	Yes Director, Economic Develop.	No
WA	Trade & Economic Development Tourism Development Division 101 General Admin. , AX-13 Olympia, WA 98504-0613 206/753-5600	Prof./Mgmt. Cler./Sec. Intern/student TOTAL	11 4 15	 2 2	Ken Gouldthorpe Director	9 months 9 months	Yes Department Director	No
WV	West Virginia Division of Tourism and Parks 2101 Washington Street, East Charleston, WV 25305 304/348-2286	Prof./Mgmt. Clerical Welcome Centers Sales Interns/students TOTAL	2 3 16 3 24	 1 22 2 25	John H. Brown, Jr. Commissioner	1 year 1 month 1 year 1 month	Yes Governor	No
WI	Division of Tourism Development 123 W. Washington Avenue Madison, WI 53702 608/266-7621	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	14 3 15 32	1 28 29	Bob Trunzo Acting Administrator	8 months 1 month	Yes Governor	No
WY	Wyoming Travel Commission Frank Norris Jr. Travel Center Cheyenne, WY 82002 307/777-7777	Prof./Mgmt. Cler./Sec. Welcome Center Other TOTAL	8 7 1 2 18	 1 1 2	Gene Bryan Director	9 years 5 months 5 months	Yes Director, WY Dept. of Commerce	No

See "General Administration — Table 2" for explanatory notes

GENERAL ADMINISTRATION — TABLE 2

State	Chief Assistant to Travel Director	Period of Service as Assistant	Assistant Under Civil Service?	Rest of Staff Under Civil Service?	Name of Department or Agency of Which State Travel Office is a Part	Additional Comments
AL	Michael Mitchell Assistant Director	3 years 5 months	No	Yes	None*	Director is a Cabinet-level position. *The Bureau of Tourism & Travel is an independent state agency. It is not under any other state agency.
AK DOT	Wendy Wolf Deputy Director	6 months	No	Yes	Department of Commerce & Economic Development	Legislation was passed in the 1988 session creating the Alaska Tourism Marketing Council with primary responsibility for conducting domestic marketing programs for Alaska. Director of Tourism chairs the Council.
AK ATMC	James Wright Marketing Coordinator	1 year 7 months	No	Yes	Department of Commerce & Economic Development	See comments above.
AZ	Michael Leyva Deputy Director	2 years 6 months	No	No		Michael Leyva was appointed Acting Director by Governor Rose Mofforts on July 12, 1990.
AR	Judy Stough Assistant Tourism Director	2 years 4 months	No	No	Department of Parks and Tourism	The Tourism Division is one of five divisions in the Department of Parks and Tourism. The Dept. is under a 13 member commission. Also, the History Commission, Great River Road and Museum Services have separate commissions. Each division has a director and the Executive Director of Parks and Tourism is a member of the Governor's Cabinet.
CA	Diane Donian Deputy Director	7 years	No	Yes	Department of Commerce	A new governor will assume office in January. At that time, the current director and deputy director will step down from office and new appointments will fill their positions.
CO	None			Yes	Department of Local Affairs	The Deputy Director position has been phased out.
CT	Vacant		Yes	Yes	Department of Economic Development	*Part-time welcome center staff are seasonal.
DE	Gigi D. Windley Director of Tourism Marketing	5 years 3 months	No	No	Development Office	Interns/students augment staff when available and appropriate.
DC CVA	Thomas Murphy Tourism Promotion Mgr. (Acting Assistant)	6 years	No	No		
DC COMM	Tom Collier Director, Golden Washingtonian Club Sharon Drake Advertising Program Manager	4 years 3 months	Yes	Yes	D.C. Office of Business and Economic Development	The Chief Assistant to the Travel Director is Marketing Director for D.C.'s "Golden Washingtonian Club" a retail discount program for the mature market. The discounts are promoted nationally to any visitor 60 or older.
FL	None*			Some	Department of Commerce	*Position deleted.
GA	Harvey Monk Assistant Director	6 years	Yes	Yes	Department of Industry & Trade	The Dept. of Industry & Trade includes divisions that promote economic development through tourism, file location, industrial development and international trade.
HI STO	Greg Barbour Tourism Development and Promotion Coordinator	6 years	Yes	Yes	Department of Business, Economic Development, and Tourism	

State	Chief Assistant to Travel Director	Period of Service as Assistant	Assistant Under Civil Service?	Rest of Staff Under Civil Service?	Name of Department or Agency of Which State Travel Office is a Part	Additional Comments
HI HVB	Eugene T. Cotter Senior Vice President Marketing	8 years 7 months	No	No	Department of Business & Economic Development	The Hawaii Visitors Bureau is a private, nonprofit corporation under contract to the State of Hawaii. HVB is responsible for coordinating all state tourism advertising, disseminating promotional literature, and conducting research about visitors to Hawaii.
ID	None			Yes	Department of Commerce	
IL	Susan Jacobs Assistant Deputy Director	7 years 7 months	Yes	Yes	Department of Commerce & Community Affairs	
IN	Carolyn Aliamas Deputy Director	1 year 8 months	No	No	Department of Commerce	
IA	Nancy Landess Marketing Manager	2 years 2 months		Clerical staff only	Department of Economic Development	The Tourism Division is one section in the state's Economic Development Agency. A board of 11 directors, appointed by the governor, sets policy for the whole agency and has final approval over any programs the agency proposes to undertake.
KS	Mary Lou McFhail Assistant Director	1 year 8 months	Yes	Yes	Department of Commerce	
KY	Mac Lacy Deputy Commissioner	2 years 1 month	No	Yes*	Tourism Cabinet	*Except for 6 non-merit employees, all employees in the department are covered by state merit system which is equivalent to civil service.
LA	Bob Dudden Deputy Assistant Secretary	16 years	Yes	Yes	Department of Culture, Recreation & Tourism Office of Lt. Governor	
ME	Nathaniel Bowditch Assistant Director of Tourism	1 year 6 months	No	Mixed*	Department of Economic and Community Development	*Professional staff are appointed; support staff are classified state employees.
MD	Pete Chambliss Manager of Marketing & Sales	2+ years	Yes	Yes	Department of Economic & Employment Development	Assistant to Director is one of several program managers, but has rank by tenure in service (20 yrs).
MA	Johnathon Hyde Acting Deputy Director	6 months	No	Mixed	Executive Office of Economic Affairs	
MI	Sandra Clark Deputy Director	1 year 9 months	Yes	Yes	Department of Commerce	
MN	Richard Haskett* Deputy Director	1 month	Yes	Yes	Department of Trade & Economic Development	*Twenty years of Government experience as marketing director, international trade director, division director.
MS	Suzanne Singletary Manager of Tourism Services	6 years		No	Department of Economic Development	The Mississippi Division of Tourism is undergoing transition under a new executive director for the Department of Economic Development.
MO	None*					*Assistant Director's position was abolished by the Commission due to budget limitations.
MT	None		No	No	Department of Commerce	
NE	None			No	Department of Economic Development	

State	Chief Assistant to Travel Director	Period of Service as Assistant	Assistant Under Civil Service?	Rest of Staff Under Civil Service?	Name of Department or Agency of Which State Travel Office is a Part	Additional Comments
NV	Richard Moreno Director of Advertising and Public Relations Thomas Tait Director of Domestic & International Marketing	1 year 5 years	No	Mixed*	Commission on Tourism	*Professional positions unclassified, clerical positions classified
NH	Andrea Tindal Assistant Director	9 months	Yes	Yes	Division of Economic Development	
NJ	Vacant		No	Mixed*	Department of Commerce and Economic Development Development	*There are both appointed and civil service staff positions.
NM	Liz Des Georges Administrative Secretary	2 years 3 months	Yes	Yes	Economic Development & Tourism Department	*We will have a new director as of January 1, 1991 (Michael Cerletti).
NY	Joseph Schilling Director, Regional Marketing	9 years	Yes	Yes	Department of Economic Development	
NC	None			No	Department of Economic & Community Development	
ND	Tracy Potte. Assistant Director	1 year 1 month	Yes	Yes	Economic Development Commission	
OH	Gene Matheny Assistant Director	4 years 3 months	No	56%*	Department of Development	Effective 10/1/90 the Chief Assistant becomes State Travel Director. *Only clerical & support staff.
OK	Vacant		No	Yes	Tourism & Recreation Department	The department is organized into 5 divisions: Mktg. Services, Lodges, State Parks, Planning & Development, and Administrative Services, each having a director. The Executive Director of the department is the cabinet level position (Secretary of Natural Resources). The total number of authorized employees is 849.
OR	Julie Curtis Assistant Director	2 years 6 months	Yes	Yes	Economic Development Department	*Welcome center employees contracted out. **Director appointed by the Governor in conjunction with Tourism Council and the director of the economic development department.
PA	None				Department of Commerce	
RI	Becky Bovelsky Deputy Director	3 years 9 months	No	Mixed*	Department of Economic Development	*All department employees with exception of clerical are unclassified civil service.
SC	Peggy Smith Assistant Director	6 years	No*	No*	Department of Parks, Recreation & Tourism	*State employees are under a state classification code. They do have job protection to the extent that after a 6-month probation period, dismissal must be with cause. Certain procedures have to be followed, and an employee who has been dismissed can appeal.
SD	None			Yes	Department of Tourism	

State	Chief Assistant to Travel Director	Period of Service as Assistant	Assistant Under Civil Service?	Rest of Staff Under Civil Service?	Name of Department or Agency of Which State Travel Office is a Part	Additional Comments
TN	Sybil Waters Stewart Assistant Commissioner Pam H. Inman Assistant Commissioner	6 months 3 years 3 months	No No	Majority	The Department of Tourist Development is a cabinet-level department.	The state travel director is a Commissioner. The Assistant Commissioners reporting to her are non-civil service and manage the activities of the department. Management reporting to the Assistant Commissioners are the Director of Welcome Centers, Director of Administrative Services, Director of Information and Director of Sales.
TX HWYS	Milton Meharg, Director of Travel Services Section	2 years 11 months	No	No	Department of Highways & Public Transportation	The Texas travel and tourism program is a collateral one which is shared by two state agencies. The Travel and Information Division of the Department of Highways and Public Transportation (TX-HWYS) is responsible for operating the state's highway information centers production and distribution of the state's family of printed travel literature; production of highway travel information exhibits (Infoboards) located in 110 highway rest areas; production and distribution of travel-oriented audio visuals; and compilation and publication of the state's annual survey of auto visitors. *TEXAS HIGHWAYS Magazine is the official travel mag. of the state.
TX TOUR	Vacant		No	No	Department of Commerce	Texas no longer has this position.
UT	Ann King Assistant Director Industry Development	8 years 6 months	Yes	Yes	Department of Community & Economic Development	
VT	J. Gregory Gerdel Chief of Information and Education	9 years 6 months	Yes	Yes	Agency of Development & Community Affairs	
VA	Vacant**		Yes	Yes	Department of Economic Development	Governor's Travel Advisory Committee is responsible for advising governor and agency head. *Twenty-three positions vacant at this time due to temporary layoff conditions. **Position of Assistant Director is currently vacant and may not be filled.
WA	Barbara Ericner Assistant Tourism Director	6 years	Yes	Yes	Department of Trade & Economic Development	There are two kinds of assistants. The Administrative Assistant to both Tourism Director and Asst. Tourism Director has served 9 years. The Asst. Tourism Director has served since July 1984, except for 14 months tenure as Acting Director. Director for 14 months.
WV	Julie Kampschror Director of Sales and Marketing	10 months	No	Yes	Department of Commerce Labor and Environmental Resources	*Telemarketing staff are seasonal. Also, there are some seasonal welcome center staff.
WI	Gary Knowles Director, Bureau of Communications Romy Snyder Director, Bureau of Marketing	13 years 6 months	Yes Yes	Yes	Department of Development	Welcome Center part-time staff are not permanent employees.
WY	Clyde Douglass Assistant Director	13 years	No	No	None*	*We are now the Division of Tourism within the Dept. of Commerce. We have a 9 member Advisory Commission appointed by the Governor.

ADVERTISING — TABLE 1

State	Individual Responsible for Development of Travel Advertising Program Domestic and International	Current Advertising Agency	Years Retained	Does State Have Matching Fund Program for Cooperating Groups?	Included in Budget Rather Than Separate Appropriation?	What is the Matching Formula?
AL	D - Tyler Turner Contracted Ad Agent I - Same	Barney & Patrick Advertising, Inc. 306 St. Francis St. P.O. Box 69 Mobile, AL 36601	1 year	Yes	Yes	Figures vary depending on the project. We assist in financing production costs for tourism-related brochures, etc.
AK ATMC	D - Bob Miller Executive Director I - Dana Brockway Director	Bradley Advertising 1840 S. Bragaw, Suite 200 Anchorage, AK 99508	2 years 6 months			85% State general funds; 15% industry contribution.
AZ	D - Stephen Frahm Director of Advertising and Community Promotion I - Same	Taylor Advertising 2828 North Central Ave. Phoenix, AZ 85004	3 years	Yes	Yes	Communities with population 0-30,000: 4 to 1; 30,000 - 250,000: 2 to 1; 250,000+: 1 to 1.
AR	D - Joe Rice Director of Tourism I - Judy Stough Assistant Director of Tourism	Cranford, Johnson, Robinson, and Woods 303 W. Capitol Little Rock, AR 72201	13 years	Yes	No	2/1
CA	D - Kristy Flynn* Director - Marketing & Communications Department of Commerce I - Same	Keye/Donna/ Pearlstein 11080 Olympic Road Los Angelee, CA 90064	6 years	No		There is no "formula", but there are cooperating partnerships.
CO	D - Mario Giordano Director of Advertising I - Same	Karsh and Hagan 5500 Greenwood Plaza Blvd. # 200 Denver, CO 80111	3 years	Yes	Yes	Varies, but most are 50-50% matching.
CT	D - Anthony Davenport Director of Communications I - N/A	LSGE 60 Avon Meadow Avon, CT 06001	4 years 6 months	No		Formula varies by project.
DE	D - Gigi Windley Director of Tourism Marketing I - Same*	Lyons, Inc. 715 Orange Street Wilmington, DE 19801	9 years	Yes	Yes	Up to 50%.
DC CVA	*			No		
DC COMM	D - Sharon Drake Advertising Program Manager I - Deirdre Daly Director	Soghigian & Macuga Advertising 1055 Thomas Jefferson Street, N.W., Suite 500 Washington, D.C. 20007	4 years	Yes	Yes	Half/half or project by project basis w/ D.C. hotels, theatres, retail, etc. (special discount coupon projects usually half & half w/ another large organization such as the Smithsonian Inst. or the Hotel Association of Washington, or the Restaurant Association or a corporate sponsor).
FL	D - Don Ray Director I - Same	McFarland & Drier 99 S.E. 5th Street Miami, FL 33131	3 years	No		We have no matching formula.

See "Advertising — Table 2" for comments and explanatory notes

ADVERTISING — TABLE 1

State	Individual Responsible for Development of Travel Advertising Program	Current Advertising Agency	Years Retained	Does State Have Matching Fund Program for Cooperating Groups?	Included in Budget Rather Than Separate Appropriation?	What is the Matching Formula?
GA	D - Mary Womack Advertising Director I - Same	Pringle, Dixion, & Pringle 245 Peachtree Ctr, #1500 Atlanta, GA 30303	6 years	Yes		50-50% match
HI HVB	D - Eugene Cotter Sr. V. P. of Marketing I - Same	Milici, Valenti, Park & Gabriel Advertising, Inc. 700 Bishop St., 12th Fl. Honolulu, HI 96813	19 years	No		
ID	D - Carl Wilgus Director I - Same	Elgin, Syferd/Drake Communications 350 N. 9th Street Boise, ID 83707	8 years	Yes	Yes	50-50% match for winter advertising program only.
IL	D - Lynda Simon Deputy Director I - Same	McConnaughy, Barocci & Brown 400 East Illinois Chicago, IL 60611	1 year	Yes	No	Formula is based upon promotion and sponsorship - usually 50/50.
IN	D - Denise Miller Director I - Carolyn McCormick Aliamus Deputy Director	McCaffrey and McCall 8888 Keystone Crossing, Suite 900 Indianapolis, IN 46240	New (7/90)	Yes	No	50/50 match applies only to non-profit organizations advertising outside their county or the state.
IA	D - David Reynolds I - Same	Kragie/Newell Advertising 2633 Fleur Drive Des Moines, IA 50321	3 years	Yes	Yes	
KS	D - Bob Murray Director I - Same	Lane Marketing Group, Inc. 345 Riverview, Suite 410 P.O. Box 578 Wichita, KS 67201	2 years	No		
KY	D - Linda Talbott Director, Marketing and Advertising I - Kimra McAnelly Whitaker Director, Tourism Services	Doe-Anderson Advertising 223 East Broadway Louisville, KY 40202	2 years	Yes	Yes	80/20 for regional media advertising; 50/50 for local media advertising.
LA	D - Vacant I - Bruce Morgan Advertising and Publicity Director	Sides & Associates 404 Eraste Landry Road P.O. Box 51954 Lafayette, LA 70505	7 years	Yes	Yes	None
ME	D - Hilary Sinclair Director of Tourism I - Same	HHS/Vreeland 103 Main Street Yarmouth, ME 04096	New (7/90)	Yes	Yes	Varies
MD	D - George Williams Executive Director I - Pete Chambliss Manager of Marketing	Earle Palmer Brown Cos. 6935 Arlington Road Bethesda, MD 20814	2 years	Yes	Yes	50-50% match
MA	D - Deborah First Director I - Same	Hill, Holiday 200 Clarendon Street Boston, MA 02116	3 years	Yes	No	50-50% match
MI	D - Melinda Remer Director, Communications Div. I - John Savich Director	Rowe Roy, Inc. 2751 E. Jefferson Detroit, MI 48207	31 years	Yes	No	50-50% match

See "Advertising -- Table 2" for comments and explanatory notes

State	Individual Responsible for Development of Travel Advertising Program	Current Advertising Agency	Years Retained	Does State Have Matching Fund Program for Cooperating Groups?	Included in Budget Rather Than Separate Appropriation?	What is the Matching Formula?
MN	D - Steve Markuson Advertising/Public Relations Director I - Cheryl Offerman Travel Trade Services Manager	Carmichael-Lynch Advertising, Inc. 800 Hennepin Avenue Minneapolis, MN 55403	5 years	No		
MS	D - Lisa Ratzlaff Associate Director Communications & Advertising	No agency currently retained; done in-house		Yes	Yes	Non-existent
MO	D - Marjorie Beenders Director I - Same	Glennon & Co. One City Center St. Louis, MO 63101	1 year	No		
MT	D - Nancy Korizek Marketing Manager I - N/A	Wendt Advertising P. O. Box 2128 Great Falls, MT 59403	8 years	No		
NE	D - Peggy Briggs Director	Bailey Lewis & Assoc. 924 NBC Center Lincoln, NE 68508	6 years	No		
NV	D - Richard Moreno Dir. of Advertising & Public Relations I - Thomas Tait Dir. of Domestic and International Marketing	R & R Advertising 615 Riverside Dr. Reno, NV 89503	3 years	Yes	Yes	1 to 1
NH	D - Andrea Tindal Assistant Director I - Chris Jennings Director	O'Neil Griffen Body 324 Commercial Street Manchester, NH 03101 Glen Graphics Tin Mine Road Jackson, NH 03846	8 years New	Yes	Yes	50-50% match
NJ	D - Eugene Dilbeck Director I - Same	Poppe Tyson 201 Littleton Road Morris Plains, NJ 07950	8 years	Yes	Yes	50-50% match
NM	D - Michael Carletti Director I - Same	Competitive Edge P.O. Box 3500 Albuquerque, NM 87190	2 years	Yes	Yes	50-50% or 1 to 1 match
NY	D - Stephen Morello Deputy Commissioner I - Same	Wells, Rich & Greene 9 West 57th Street New York, NY 10022	14 years	Yes	Yes	50-50% match
NC	D - Richard D. Tremmell Director I - Same	McKinney & Silver 333 Fayetteville St. Raleigh, NC 27601	14 years	Yes	No	Formula varies based on county economic ranking.
ND	D - Jim Puglie Tourism Director I - Same	G. L. Nees Agency P.O. Box 350 Fargo, ND 58107	3 years	Yes	Yes	Most projects are eligible for a 50-50% match. Some projects are matched 66% state - 33% private.

See "Advertising — Table 2" for comments and explanatory notes

ADVERTISING — TABLE 1

State	Individual Responsible for Development of Travel Advertising Program	Current Advertising Agency	Years Retained	Does State Have Matching Fund Program for Cooperating Groups?	Included in Budget Rather Than Separate Appropriation?	What is the Matching Formula?
OH	D - Tim Kaufman Marketing Manager General Market Tim Moore Manager, Public Relation Communication Minority Market I - Tim Kaufmann	(General Market) Hameroff/Milenthal/Spence One Columbus 10 West Broad St. Columbus, OH 43215 (Minority Market) Forest Grove Advertising 571 Congress Park Drive Centerville, OH 45459	7 years 4 months 1 year 2 months	Yes*	Yes	50% state - 50% partner; 90% partner - 10% state in target markets
OK	D - Kathleen Marks Director I - Same	Runkle-Moroch 6801 N. Broadway Ext. Oklahoma City, OK 73116	2 years 8 months	Yes	Yes	50-50% match
OR	D - Julie Curtis Acting Director I - Same	Wieden & Kennedy 320 SW Washington Portland, OR 97204	3 years	No	Yes	Our matching funds program is a tourism - development grant program, not a cooperative ad program.
PA	D - Mark Hoy Director I - Same	Elkman Advertising and Public Relations 150 Monument Road Bala Cynwyd, PA 19004	3 years	Yes	No	Single county: Up to $2 for each $1 of local promotional activity. Regional: Up to $2.25 for each $1 of local promotional activity.
RI	D - David DePetrillo Director I - Same	Duffy & Shanley 222 Richmond Street Providence, RI 02903	7 years	Yes	Yes	50-50% match with participating regional tourism councils on certain projects
SC	D - Marion Edmonds Director I - Robert Liming Int'l Marketing Director	Leslie Advertising Agency P.O. Box 6168 Greenville, SC 29607	11 years	Yes	Yes earmarked admission	50-50% to public sector and non-profit entities
SD	D - Patricia Van Gerpen Creative Director I - Susan Edwards Secretary of Department	Lawrence and Schiller Advertising, Inc. 3932 South Willow Sioux Falls, SD 57105	11 years	Yes	Yes	84% state - 16% private
TN	D - Sybil Waters Stewart Assistant Commissioner I - Same	Walker & Associates, Inc. 1100 Morgan Keegan Tower 50 N. Front Street Memphis, TN 38103	3 years	Yes	Yes	25% state - 75% industry for consumer print advertising; 50-50% up to $1,500 for tour operator advertising.
TX TOUR	D - Anita Neama Advertising Promotions/Mgr. I - Same	GSD & M One Circle Center 1250 Capital of Texas Hwy Austin, TX 78746	2 years	No		
UT	D - Pam Westwood Industry Development I - Osamu Hoshino Deputy Director	Mike Gallivan, Harris, & Love, Inc. 1800 University Club Bldg. 136 E. So. Temple Salt Lake City, UT 84111 Evans/Salt Lake 375 W. 200 South, #200 Salt Lake City, UT 84101	4 years 2 years	Yes	Yes	$20,000 each, 50-50% match for 9 regions
VT	D - Donald Lyons Director I - Same	Knox, Nimick & Harwood Stowe, VT 05672	3 years	Yes	Yes	50-50%, with 25% of state share retained for "umbrella" advertising.

See "Advertising — Table 2" for comments and explanatory notes

State	Individual Responsible for Development of Travel Advertising Program	Current Advertising Agency	Years Retained	Does State Have Matching Fund Program for Cooperating Groups?	Included in Budget Rather Than Separate Appropriation?	What is the Matching Formula?
VA	D - David W. Sheatsley Dir. of Advertising and Research I - Matthew Gaffney Dir. of International Marketing	The Martin Agency, Inc. 550 Allen Avenue Richmond, VA 23230	3 years	No		
WA	D - Betsy Gabel Regional Marketing Manager I - Clint Hyde Trade Marketing Manager	Sharp-Hartwig 100 West Harrison Place South Tower, Suite 500 Seattle, Washington 98119	New	Yes	Yes	Some projects funded 100%; others require 50% match. Available to nine non-profit designated tourism regions only, for range of marketing activities. Not available to individual businesses.
WV	D - Stephen Scott Advertising Director I - [illegible]	Fahlgren Martin Box 1628 Parkersburg, WV 26102	1 year	No		
WI	D - Winfield MacDonald Advertising Manager I - Gary Knowles Director of Communications	Frankenberry, Laughlin & Constable 207 E. Michigan Avenue Milwaukee, WI 53202	5 years	Yes*	Yes	Up to 50% depending on requests.
WY	D - Gene Bryan Director I - Lynn P. Jones Manager, International Travel Development	Broyles, Allebaugh & Davis, Lane Assoc. 111 E. 20th Street Cheyenne, WY 82001	4 years	Yes	Yes	50-50% match not to exceed $40,000 per application

See "Advertising — Table 2" for comments and explanatory notes

State	Is Advertising Directed Toward Stimulating Inquiries? (Percent)	--Inquiries in 1989-- Total Received Adv. and General	% From 800 Number	Advertising in Inquiry Fulfillment Brochure? % Paid by State	If Done, How Are Inquiries Surveyed to Measure Advertising Effectiveness? Additional Comments
AL	Yes — 95%	A - 196,615 G - 44,053	N/A	Yes 100%	Conversion surveys are conducted by a contracted research firm.
AK ATMC	Yes — 50%	A - 506,933 G - 71,133	None	Yes* 85%	A conversion study is done annually. *The private sector of the Alaskan Visitor Industry raises money which is combined with state funds in a cooperative marketing program.
AZ	Yes — 50%	A - 75,000 G - 150,000	None	No 100%	Contracted for specific awareness research in advertised markets.
AR	Yes — 100%	A/G - 381,796	25%	Yes 75%	An in-house survey of 10,000 households who had previously requested a vacation planning kit is conducted each year.
CA	Yes — 100%	A - 480,000 G - 20,000	28%	Yes 100%	Telephone surveys are conducted by a professional agency to test marketing effectiveness. Results indicate level of interest, recall and vacation/business plans involving California. There are pre- and post-evaluations. *Through December 31, 1990.
CO	Yes — 100%	A - 520,481 G - 88,636	36%	No 65%	In-house analyses are done on each ad and media placements to determine cost-per-inquiry and total inquiry generation by creative execution, size of ad, timing of ad, multiple insertions and type of medium.
CT	Yes — 100%	A - 55,000 G - 155,000	40%	No 100%	On-going data is gathered plus a sample recall survey is conducted.
DE	Yes — 100%	A/G - 50,100	47%	No 100%	Analysis of reference to ad and source. *No budget/program for display advertising internationally.
DC CVA					*All tourism advertising for Washington, D.C. is handled by city government (D.C. Committee to Promote Washington) and the Hotel Association of Washington, D.C.
DC COMM	Yes — 70%	A - 300,000* G - 15,000***	22%**	Yes 100%	Yearly surveys to those who responded (survey done via mail). We will contract to do a survey of those who responded to ads via a telephone survey for 90 responses. *From coupon and toll-free 800 number. **Not as a result of ads. ***The remaining 78% are from coupons.
FL	No — 14%*	**	None	Yes None	The primary goal of our advertising is to broaden the appeal of Florida. Inquiries are compared against other inquiries on a cost-per-inquiry basis. *This figure is split about evenly between trying to stimulate inquiries from consumers and trying to stimulate inquiries from the travel trade. **Our annual demand for the distribution of the vacation guide is about 500,000 requests, which are generated several ways.
GA	Yes — 40%	A - 161,300 G - 202,700	18%	Yes* 100%	The effectiveness of the advertising campaign is measured by a private company using a telephone survey. Inquiry telephone numbers are provided by this office. Each ad has a code which enables us to determine which magazine and what month the ad ran. *The official state fulfillment piece, GEORGIA ON MY MIND, is produced by a private firm using paid advertising to cover production costs. This department buys ad space in the book which has exceeded 100 pages in each of the last two years. The percentage the department pays of the total cost has not been determined.
HI STO	Yes — 100%	A - 36,000 G - 236,275	None	Yes 100%	Conversion studies are conducted. Names are pulled from the data based and contacted to find out whether or not they traveled to Hawaii in the time period indicated on their questionnaire. *A Japanese advertising firm, Hakuhodo Inc. was recently retained to handle the Japan advertising program only.
ID	Yes — 100%	A - 111,738 G - 32,213	20%	Yes 100%	Five percent of inquiries sampled (3/4 by mail, 1/4 by phone) to gather specific information regarding visitation, travel and spending patterns.
IL	Yes — 100%	A - 263,600	50%	No N/A	Tracking is done by medium ad and market. Also a conversion study is undertaken to tract consumer responses to ads and actual trips to Illinois.

State	Is Advertising Directed Toward Stimulating Inquiries? (Percent)	--Inquiries in 1989-- Total Received	% From 800 Number	Advertising in Inquiry Fulfillment Brochure? % Paid by State	If Done, How Are Inquiries Surveyed to Measure Advertising Effectiveness? Additional Comments
IN	Yes -- 100%	A - 95,000	80%	No 100%	A conversion study of a sample of toll-line respondents is conducted.
IA	Yes -- 75%	A/G - 250,195	27%	No 100%	A follow-up questionnaire is completed to determine the percent that traveled to Iowa, length of stay, spending, etc. Information from the survey is used to determine the return on investment.
KS	Yes -- 100%	A/G - 41,000	25%	No 100%	Not surveyed at present.
KY	Yes -- 100%	A - 175,946 G - 39,496	60.6%	Yes 100%	Telephone and mail response to ads are measured. A follow-up survey of a random sample of those who requested information is conducted at the end of a calendar year. The information collected is used to evaluate advertising effectiveness.
LA	Yes -- 100%	A - 115,000 G - 73,000	25%	No 100%	Cost per inquiry analysis are conducted.
ME	Yes -- 90%	A/G-1,136,000	3%	Yes None	Conversion surveys are conducted.
MD	Yes -- 100%	A - 50,000 G - 100,000	40%	90%	We code each ad for mail-in responses. We ask each caller on our toll-free line where they got the number. Periodic survey of respondents and in-market pre- and post-wave ad surveys.
MA	Yes -- 100%	A - 470,000 G - 20,000	85%	*	Periodic pre- and post-awareness and conversion studies are conducted. *Fulfillment piece supported by advertisement and produced by independent publisher.
MI	Yes -- 100%	A/G - 516,615	47.9%	None 100%	Inquiries generated by market, media and interest. Media cost per inquiry. Currently conducting an inquiry conversion study.
MN	Yes -- 77%	A - 776,860	40%	No 100%	Every print ad is coded with a media code or coupon and a unique phone number so inquiries can be tracked by insertion. Every TV station purchased in our ADI has a unique telephone number and responses are tracked on a daily basis. Direct mail is done three times each year by season.
MS	Yes -- 40%	A - N/A G - 53,000*	N/A	Yes 100%	Agency conducting an advertising effectiveness study through outside research firm. *Figure includes mail and telephone inquiries.
MO	Yes -- 25%	A - 173,500 G - N/A	29%	No 100%	We have a research firm poll the markets before we enter, then after we enter, both in the spring and fall of each year, and we also do a follow-up questionnaire. We send out a questionnaire to every Nth request such that our survey mailing reaches about 5,000 inquiries.
MT	Yes -- 51%	A - 241,550 G - 95,479	10%	Yes 80%	Periodic conversion studies are conducted.
NE	Yes -- 50%	A/G - 90,568*	35%	No 100%	Every three years we do a conversion study and try to maintain a minimum conversion rate of 40%. Cost per inquiry rates are calculated annually. *This number does not include 13,000 school packets.
NV	Yes -- 72.5%	A - 220,000 G - 40,000	25%	Yes 100%*	Conversion study, telemarketing surveys, and reader service card follow up in fulfillment piece measure advertising effectiveness. *Advertising in the fulfillment piece is a state revenue item.
NH	Yes -- 90%	A - 29,622 G - 68,195	22%	No 65%	An effectiveness survey and a conversion rate survey measure advertising effectiveness.
NJ	Yes -- 85%	A - 164,081 G - 50,000	82%	Yes 65%	After each advertising campaign, a tracking study is conducted to ascertain awareness of state's attributes. Pre- and post-advertising wave studies are planned for the 1991 campaign.
NM	Yes -- 100%	A - 66,118 G - 96,086	32%	Yes 100%	Track advertising through toll-free lines by coded responses. We also have conversion and demographic studies on people who inquire into our office.

ADVERTISING — TABLE 2

State	Is Advertising Directed Toward Stimulating Inquiries? (Percent)	--Inquiries in 1989-- Total Received	% From 800 Number	Advertising in Inquiry Fulfillment Brochure? % Paid by State	If Done, How Are Inquiries Surveyed to Measure Advertising Effectiveness? Additional Comments
NY	Yes — 100%	A - 455,479 G - 1,065,901	40%	No 100%	Inquiries are surveyed to measure advertising effectiveness by random sample/ mail survey to determine: adequacy of response time; adequacy of travel information; and impact of collateral to travel decisions. In addition, household telephone surveys are conducted to determine levels of advertising, recall, product awareness (destination), and their influence on trip selection.
NC	Yes — 20%*	A -,150,661 G - 35,097	100%	No 100%	We prepare a monthly report that tracks what state and what magazine the inquiries come from. We also conduct detailed conversion studies. *We have an 'awareness program" in national magazines. Since it does stimulate some inquiries, part of that advertising is included.
ND	Yes — 60%	A - 125,000 G - 25,000	40%	Yes 98%	Inquiries not surveyed.
OH	Yes — 100%	A - 544,534 G - N/A	100%	Yes** 20%	All callers are asked: How did you hear of our service? T.V., radio, newspaper, regular caller, billboard, back of phone book, magazine or other. *State's 100% matching grants program is geared towards cooperative marketing and advertising programs. **100% of printing paid by advertising revenues; 70% of production paid by state through contractor.
OK	Yes — 100%	A - 133,953 G - 48,218	29%	Yes None*	A conversion study is conducted wherein a representative sample of those requesting information are surveyed by an independent research firm. *The fulfillment piece is published by the Oklahoma Travel Industry Association and 225,000 copies provided free to the department for distribution. Additional copies may be purchased.
OR	Yes — 100%	A - 106,228 G - 91,054	33%	75%*	We measure advertising effectiveness with ad conversion/effectiveness studies (mailed questionnaires). We only sell full-page, color ads in our travel guide, not listings or partial page ads. *In 1990, we investigated selling a limited number of full-page color ads in our state travel guide to generate revenue to offset printing costs of the guide.
PA	Yes — 100%	A/G - 374,630	77%	No 100%	All inquiries are tracked by source. Conversion studies are conducted following major advertising campaigns.
RI	Yes — 100%	A - 203,000 G - 5,000	20%	No 100%	CPI study conducted by agency; conversion study conducted by outside research firm.
SC	Yes — 100%	A - 539,215 G - 109,341	13%	No 100%	Computerized data provides measurements. Conversion studies, cost per inquiry trends, computerized efficiency reviews are also done.
SD	Yes — 50%	A - 190,166 G - 72,299	29%	Yes 70%	All ads are coded to measure response. A telemarketing study is used to get feedback from inquirers to measure both the advertising and the fulfillment pieces' effectiveness.
TN	Yes — 75%	A - 373,897 G - 87,110	21%	No 100%	An inquiry conversion study with ROI analysis is conducted annually. Inquiry counts are done for each broadcast market, publication, free listing, and other identifiable sources. A cost per inquiry analysis is conducted.
TX HWYS	N/A	N/A	N/A	No 100%	In the state's collateral program, the Travel and Information Division (TID) is responsible for the publication of the state's fulfillment piece. For example, Tourism Division (Dept. of Commerce) places ads in magazines or newspapers, the response to these ads is sent to TID. TID then responds with the state's fulfillment piece. The Tourism Division pays for the advertising while TID pays for the production and distribution of the literature. There is no advertising in this fulfillment piece.
TX TOUR	Yes — 75%	A/G - 874,639	50%	No 100%	We conduct an annual mail and telephone conversion study.
UT	Yes — 90%	A/G - 250,571	23%	No 100%	We conduct a conversion study following the season to determine how many days they stayed, how many were in their party, etc.
VT	Yes — 80%	A - 82,000 G - 63,350	39%	No 100%	Seasonal conversion studies are conducted.

State	Is Advertising Directed Toward Stimulating Inquiries? (Percent)	--Inquiries in 1989-- Total Received	% From 800 Number	Advertising in Inquiry Fulfillment Brochure? % Paid by State	If Done, How Are Inquiries Surveyed to Measure Advertising Effectiveness? Additional Comments
VA	Yes -- 100%	A - 408,858 G - 124,396	46%	Yes 100%	All 800 numbers and coupons are coded for tracking purposes. Cost-per-inquiry analyses are conducted as well as conversion studies to determine the effectiveness of specific media by markets.
WA	Yes — 69*	A/G - 188,710	42%	Yes None**	Producer of the guide shares conversion research conducted by outside research firm. Also, each inquiry is tracked by media buy to compare number of inquiries produced by each and cost per inquiry for each. And, separate survey work was conducted during Summer 1990 on general advertising awareness. *83% projected for 1990-91 campaign (69% for actual 1989-90 campaign). **State has option of purchasing additional "advertorial" in fulfillment piece to supplement minimum guaranteed editorial. This participation is still estimated at less than 1% of total cost.
WV	Yes -- 100%	A/G - 350,000	75%	No 90%	Mail-in responses are coded operator inquiries. Tracking device within advertising, telemarketing operator questionnaires, and Welcome Center questionnaires are used to measure advertising effectiveness. We distribute "West Virginia It's You" publication, a co-op guide produced by Bell Atlantic Specialty Guides and given to the State. The guide is supplemented by advertising.
WI	Yes — 90%	A - 302,885 G - 133,902	69%	No 100%	Conversion studies are conducted annually. Advertising effectiveness research conducted by independent research firm. *Cooperative advertising program ended January 1989, to be replaced with a new joint ventures program.
WY	Yes -- 100%	A - 242,099 G - 66,113	20%	No 100%	Periodic conversion studies are conducted.

State	Date Fiscal Year Begins	Actual Budget For Fiscal Year 89-90	Rank	Projected Budget For Fiscal Year 90-91	Rank	Entire Travel Office Budget Funded by State General Revenue?	IF NO: Other Sources of Funding for Travel Office	State Sales Tax Rates Applicable to Commercial Lodging
AL	October 1	5,132,772	27	5,417,121	27	No	Lodging Tax (73%)	
AK DOT	July 1	6,797,420	6	4,044,100	9	Yes		No state sales tax on lodging
AK ATMC	July 1	8,242,450	6	6,145,000	9	No	Co-op From Industry (15%)	No state sales tax on lodging
AZ	July 1	5,357,200	24	5,692,300	25	No	Lodging Tax (36%)	5% state general sales tax 5.5% state specific tax on lodging
AR	July 1	6,370,290	19	7,200,000	19	No	2% tax on Lodging, Marinas, Attractions, Camping (60%)	4% state general sales tax 2% state specific tax on lodging
CA	June 1	6,500,000	17	8,400,000	15	No	Unitary Tax Fund (23%)	6.4% state general sales tax
CO	July 1	7,817,911	15	8,254,000	16	No	Tourism Promotion Tax (100%)	3% state general sales tax 0.2% state specific tax on lodging
CT	July 1	1,314,493	50	1,243,509	49	Yes		8% state general sales tax
DE	July 1	1,405,000	49	1,116,000	50	Yes		8% state specific tax on lodging
FL	July 1	9,597,996	10	11,883,603	7	Yes		

See "Budget -- Comments" section for explanatory notes

State	Date Fiscal Year Begins	Actual Budget For Fiscal Year 89-90	Rank	Projected Budget For Fiscal Year 90-91	Rank	Entire Travel Office Budget Funded by State General Revenue?	IF NO: Other Sources of Funding for Travel Office	State Sales Tax Rates Applicable to Commercial Lodging
GA	July 1	8,365,684	13	8,786,833	13	Yes		
HI STO	July 1	4,685,309	2	6,019,003	2	Yes		4% state general exise tax 5% Transient Accommodations tax
HI HVB	July 1	17,313,527	2	16,328,661	2	No	Membership/ Misc. Income (8%)	4% state general exise tax 5% Transient Accommodations tax
ID	July 1	2,328,867	41	2,792,096	41	No	Hotel/Motel & Private Campground (2%)	5% state general sales tax 2% state specific tax on tax
IL	July 1	22,035,500	1	31,900,000	1	No	Lodging (100%)	5% state general sales tax 6-12% state specific tax on lodging
IN	July 1	3,000,000	35	3,500,000	37	Yes		5% state general sales tax
IA	July 1	4,463,357	31	4,588,000	31	Yes		4% state general sales tax
KS	July 1	2,131,591	43	2,132,585	45	No	Gaming Funds (50%)	4.25% state general sales tax (local option up to 1%) 1.5% state specific tax on lodging

See "Budget -- Comments" section for explanatory notes

State	Date Fiscal Year Begins	Actual Budget For Fiscal Year 89-90	Rank	Projected Budget For Fiscal Year 90-91	Rank	Entire Travel Office Budget Funded by State General Revenue?	IF NO: Other Sources of Funding for Travel Office	State Sales Tax Rates Applicable to Commercial Lodging
KY	July 1	5,118,600	28	6,602,500	23	Yes		5% state general sales tax
LA	July 1	5,233,333	26	9,450,000	10	Yes		4% state general sales tax 4% state specific tax on lodging
ME	July 1	2,042,707	45	1,607,408	46	Yes		5% state general sales tax 7% state specific tax on lodging
MD	July 1	6,337,851	20	6,910,000	21	Yes		5% state general sales tax
MA	July 1	6,460,000	18	5,500,000	26	Yes		5% state general sales tax 5.7% state specific tax on lodging
MI	October 1	13,474,581	7	14,455,400	5	Yes		4% state general sales tax
MN	July 1	8,071,000	14	8,593,497	14	No	Trunk Highway Funds (9%)	6% state general sales tax
MS	July 1	2,217,503	42	2,260,370	44	Yes		No state sales tax on lodging
MO	July 1	6,047,652	22	6,490,716	24	Yes		No state sales tax on lodging
MT	July 1	4,896,592	30	5,108,418	29	No	State Lodging Tax (100%)	4% state specific tax on lodging

See "Budget -- Comments" section for explanatory notes

State	Date Fiscal Year Begins	Actual Budget For Fiscal Year 89-90	Rank	Projected Budget For Fiscal Year 90-91	Rank	Entire Travel Office Budget Funded by State General Revenue?	IF NO: Other Sources of Funding for Travel Office	State Sales Tax Rates Applicable to Commercial Lodging
NE	July 1	1,486,319	48	1,590,092	47	No	Lodging Tax (84%)	4% state general sales tax 1% state specific tax on lodging
NV	July 1	5,116,710	29	5,080,588	30	No	Lodging Tax Receipts (95%)	1% state specific tax on lodging 3/8% of state tourism, 5/8% of county fair and rec boards
NH	July 1	2,123,489	44	2,903,844	39	Yes		8% state specific tax on lodging
NJ	July 1	6,985,200	16	7,618,000	18	Yes		7% state general sales tax
NM	July 1	2,702,500	38	4,014,317	33	No	State Highway Fund (25%)	4.75% state general sales tax
NY	April 1	19,393,900	4	14,106,800	6	Yes		4% state general sales tax 5% state specific tax on lodging
NC	July 1	5,913,110	23	7,188,329	20	No	Personalized License Fund (3%)	3% state general sales tax
ND	July 1	1,500,000	47	1,500,000	48	No	Highway Funds (60%)	5% state general sales tax
OH	July 1	5,320,702	25	5,375,441	28	Yes		5% state general sales tax

See "Budget -- Comments" section for explanatory notes

State	Date Fiscal Year Begins	Actual Budget For Fiscal Year 89-90	Rank	Projected Budget For Fiscal Year 90-91	Rank	Entire Travel Office Budget Funded by State General Revenue?	IF NO: Other Sources of Funding for Travel Office	State Sales Tax Rates Applicable to Commercial Lodging
OK	July 1	6,311,326	21	6,887,643	22	No	Tourism Promotion Tax (35%)	
OR	July 1	2,830,305	36	2,477,793	43	No	Lottery (50%)	No state sales tax on lodging
PA	July 1	16,030,621	5	14,822,305	4	Yes		6% state general sales tax 6% state specific tax on lodging
RI	July 1	2,738,000	37	2,855,000	40	No	Room tax (30%)	6% state general sales tax 5% state specific tax on lodging
SC	July 1	9,540,000	11	9,352,829	11	No	Admission Tax (59%)	5% state general sales tax 2% state specific tax on lodging
SD	July 1	3,200,000	34	3,550,000	36	Yes		No state sales tax on lodging
TN	July 1	10,145,000	9	10,952,600	8	Yes		5.5% state general sales tax
TX HWYS	September 1	11,041,743	3	11,482,886	3	No	*	6% state specific sales tax on lodging**
TX TOUR	September 1	9,572,955	3	9,708,411	3	No	Hotel/Motel Tax (100%)	6% state specific tax on lodging

See "Budget -- Comments" section for explanatory notes

State	Date Fiscal Year Begins	Actual Budget For Fiscal Year 89-90	Rank	Projected Budget For Fiscal Year 90-91	Rank	Entire Travel Office Budget Funded by State General Revenue?	IF NO: Other Sources of Funding for Travel Office	State Sales Tax Rates Applicable to Commercial Lodging
UT	July 1	3,913,937	33	4,245,400	32	Yes		6.25% state general sales tax 3% state specific tax on lodging
VT	July 1	1,856,525	46	2,582,000	42	No	Sale of Labels, A[illegible]., etc. (1%)	4% state general sales tax 7% state specific tax on lodging
VA	July 1	10,458,700	8	7,825,486	17	Yes		4.5% state general sales tax
WA	July 1	2,397,976	40	3,096,791	38	No	Motor Vehicle Fund (10%)	6.5% state general sales tax
WV	July 1	2,690,220	39	3,737,439	34	No	WV Lottery (65%)	6% state general sales tax 3% state specific tax on lodging (local option)
WI	July 1	8,671,400	12	8,788,400	12	Yes		5% state general sales tax
WY	July 1	4,126,488	32	3,628,841	35	No	Highway Fund (2.17%)	3% state general sales tax
DC COMM	October 1	2,014,162		2,679,000		No	Corporate Sponsors (10%) Cooperative Programs (25%)	$1.50 per room per night on hotel rooms

See "Budget -- Comments" section for explanatory notes

BUDGET — 1989-90 ACTUAL

State	Personnel Services	Other Administrative Costs	Media Purchase/ Production (Adv. Rank)	Printing and Production	Inquiry Fulfillment	Promotion Domestic/ Int'l	Press and Public Relations	Research	Matching Funds Program	Welcome Center Operation	Other
AL	1,264,718	1,111,159	955,024 70,724 (36)	65,682	300,000		90,000	35,000	116,000	750,000	Direct Grants 82,409 Other 292,056
AK DOT	765,600	429,788	1,112,949 267,395 (3)	347,088		78,200 2,577,000	142,500	10,200	480,100	140,000	Direct Grants: 150,000 Film Office: 113,100 Tourism North: 183,500
AK ATMC	172,200	210,064	4,744,192 490,682 (3)	850,840	742,400	24,715 220,000	240,000	547,357			
AZ	506,900	471,100	1,831,378 1,199,722 (16)	123,100		375,000	35,000	50,000	700,000	65,000	
AR	1,254,407	483,672	3,007,533 261,378 (15)	93,541	343,482	70,224 22,657		110,000	705,763	17,632	
CA		1,200,000	2,055,000 390,000 (19)	335,000	700,000	500,000 800,000	125,000	10,000			Consumer and Trade PR and Marketing 385,000
CO	1,182,210	327,457	3,064,687 247,000 (14)	854,680	974,014	12,000 233,324	227,726	251,733	185,000	175,088	Public Affairs, Travel Trade, Contingency 82,992

** See "Budget - Comments" section for explanatory notes**

BUDGET — 1989-90 ACTUAL

State	Personnel Services	Other Administrative Costs	Media Purchase/ Production (Adv. Rank)	Printing and Production	Inquiry Fulfillment	Promotion Domestic/ Int'l	Press and Public Relations	Research	Matching Funds Program	Welcome Center Operation	Other
CT	312,093		372,000 24,600 (45)	283,700	40,000		140,000			66,000	Film Office 75,000 Assoc. Meetings 1,100
DC	246,400	301,791	157,200 Incl. (50)	95,509				120,000	305,000		Direct Grants 179,100
FL	3,017,600	1,187,956	2,816,906 538,900 (12)	40,000	340,126	165,500 1,180,153	43,500	178,289		70,150	Furniture/ Equip. 18,916
GA	3,194,312	885,662	3,605,532 (11)								Other 680,178
HI STO	214,623	518,860	746,855 Incl. (13)	89,500		492,278 396,163	118,000	265,326			Oth 1,8
HI HVB	3,050,762	2,536,934	2,590,322 Incl. (13)	1,285,000		1,877,300 3,507,810	315,475	879,882			Other 1,270,042
ID	249,841	115,433	248,348 36,837 (47)	311,581	194,291	40,136 10,007	22,354	30,418	1,069,621		
IL	1,206,700	608,600	10,000,000 Incl. (2)	667,800		1,500,000	1,331,400		1,281,000		Direct Grants 5,440,000

** See "Budget - Comments" section for explanatory notes**

State	Personnel Services	Other Administrative Costs	Media Purchase/ Production (Adv. Rank)	Printing and Production	Inquiry Fulfillment	Promotion Domestic/ Int'l	Press and Public Relations	Research	Matching Funds Program	Welcome Center Operation	Other
IN	300,000	125,000	1,000,000 150,000 (34)	600,000	300,000	- 25,000	75,000	125,000	300,000		
IA	487,449	72,152	1,886,825 250,000 (23)	400,000	306,931	175,000 75,000	100,000	60,000		50,000	Direct Grants 300,000 Welcome Center Constr. 300,000
KS	595,300	152,727	169,164 (49)	50,000	92,000	 14,000	36,000	100,000		302,000	Direct Grants 40,000 Film Office 216,400 KANSAS! Magazine 364,000
KY	1,057,700	234,000	1,450,900 250,000 (25)	529,000	127,000	10,000 150,000	225,000	40,000	630,000	415,000	
LA	1,293,893	309,464	1,157,166 (33)		218,655			70,000		354,834	Co-Op Program, Trade Shows, etc. 1,829,321
ME	262,024	247,683	446,000 67,000 (42)		200,000			50,000	75,000	430,000	Direct Grants 200,000 NEGC/NEUSA 65,000

** See "Budget - Comments" section for explanatory notes**

State	Personnel Services	Other Administrative Costs	Media Purchase/ Production (Adv. Rank)	Printing and Production	Inquiry Fulfillment	Promotion Domestic/ Int'l	Press and Public Relations	Research	Matching Funds Program	Welcome Center Operation	Other
MD	884,768	512,042	896,321 491,749 (29)	1,141,704	274,857	22,119 210,590		13,202	436,313	435,395	Direct Grants 538,482 Welcome Center Constr. 270,605 Contracted Employees 209,704
MA	685,000	123,000	2,310,000 120,000 (20)	205,000	560,000	78,000 254,000	27,000	102,000	1,327,000	56,000	Agency Fees, Misc 613,000
MI	1,500,894	1,011,910	3,595,830 370,677 (9)	819,403	717,895		41,000	92,830	2,461,387		Direct Grants 2,862,755
MN	1,792,611	727,739	1,109,000 500,845 (27)	600,100	671,800		52,100	72,230	1,238,500	915,775	Agency Fee 390,300
MS	312,900	55,157	406,000 15,250 (44)	210,000	15,000			78,750	250,000	733,641	Film Office 115,805 Film Office Ads 25,000
MO	688,064	98,683	3,174,000 1,521,123 (6)	350,000	125,000		25,000			65,782	
MT	351,000		1,922,260 120,000 (24)	470,000	222,000	76,000 145,714	101,236	130,222			Film Office 134,061 Marketing 1,224,099

** See "Budget - Comments" section for explanatory notes**

State	Personnel Services	Other Administrative Costs	Media Purchase/ Production (Adv. Rank)	Printing and Production	Inquiry Fulfillment	Promotion Domestic/ Int'l	Press and Public Relations	Research	Matching Funds Program	Welcome Center Operation	Other
NE	246,427	77,330	232,211 30,000 (48)	307,000	100,000	120,000	2,000		75,000	197,761	Film Office 98,590
NV	498,538	499,990	1,070,000 190,000 (31)	560,000	130,000	74,000 251,122	231,250	120,000	450,000	17,000	Direct Grants 344,785 Film Office 271,573 Other 408,452
NH	201,849	127,700	400,000 345,000 (38)	228,690	30,000	26,000 20,000	13,000	20,000	693,250		Direct Grants 3,000 Film Office 15,000
NJ	513,000	159,000	2,934,400 757,000 (10)	1,324,800	500,000		297,000	100,000	250,000	100,000	Historic & Cultural Promotion 50,000
NM	296,600	175,400	398,600 157,900 (40)	283,600	204,300		62,600		621,900	482,400	Welcome Center Constr. 19,200
NY			11,903,700 Incl. (1)								
NC	476,453	158,585	1,918,120 340,966 (21)	968,434	275,313 —	67,571 111,950	61,643	56,189	273,979	1,143,294	Direct Grants 25,000 Governor's Conference 35,613

** See "Budget - Comments" section for explanatory notes**

State	Personnel Services	Other Administrative Costs	Media Purchase/ Production (Adv. Rank)	Printing and Production	Inquiry Fulfillment	Promotion Domestic/ Int'l	Press and Public Relations	Research	Matching Funds Program	Welcome Center Operation	Other
ND	286,000	61,000	279,000 94,000 (46)	100,000	114,000	250,000	4,000	135,000	165,000	12,000	
OH	768,541	1,431,761	602,300 Incl. (39)	301,500	686,600	110,000 50,000	300,000	25,000	200,000		Direct Grants 845,000
OK	1,666,384	406,706	1,839,571 322,836 (22)	862,589	174,008	111,174 62,311	48,009	50,614	585,544	181,580	
OR	328,210	258,040	542,600 205,705 (37)	377,500	358,500	52,500 92,500	25,000	32,500	62,500	327,750	Welcome Center Constr. 125,500 Museum Grants 37,500 Special Promotions 17,500 Tourism Council 7,500 Hospitality Training 3,000
PA	179,081	219,263	4,588,947 423,200 (5)	2,171,221	1,012,000	3,556 73,053	83,200	75,100	7,200,000		
RI	450,000	125,000	1,060,000 135,000 (32)	210,000	188,000	20,000 55,000	25,000	35,000	80,000	250,000	Direct Grants 75,000 Welcome Center Constr. 30,000

** See "Budget - Comments" section for explanatory notes**

State	Personnel Services	Other Administrative Costs	Media Purchase/ Production (Adv. Rank)	Printing and Production	Inquiry Fulfillment	Promotion Domestic/ Int'l	Press and Public Relations	Research	Matching Funds Program	Welcome Center Operation	Other
SC	1,590,000	840,000	2,019,000 856,000 (18)	750,000	615,000	75,000 650,000	50,000	30,000	1,715,000	300,000	Direct Grants 50,000
SD	552,895	214,007	1,382,697 Incl. (30)	325,796	166,081	244,724 55,000	15,000	15,800		178,000	Film Office 50,000
TN	848,000	374,100	2,786,500 120,000 (17)	520,000	350,000	167,000 25,000	92,000	75,	225,000	4,341,600	Direct Grants 220,800
TX HWYS	1,801,593	114,285	(4)	2,580,678	1,267,302					783,335	TEXAS HIGHWAYS Magazine 4,494,550
TX TOUR	709,698	602,004	4,680,000 350,000 (4)	1,345,262	979,692	45,000 370,000	85,000	189,670			Heritage Tourism, Misc. 216,629
UT	546,905	97,558	1,609,167 43,407 (26)	422,594	234,644	80,511 225,597	37,091	16,000	180,000	218,164	Direct Grants 125,000 Welcome Center Constr. 61,265 Film Office 11,116 Other 4,917
VT	666,161	149,733	407,840 24,130 (43)	147,506	172,869		32,136	5,200	217,800		Direct Grants 25,000 Film Office 8,150

** See "Budget - Comments" section for explanatory notes**

BUDGET – 1989-90 ACTUAL

State	Personnel Services	Other Administrative Costs	Media Purchase/ Production (Adv. Rank)	Printing and Production	Inquiry Fulfillment	Promotion Domestic/ Int'l	Press and Public Relations	Research	Matching Funds Program	Welcome Center Operation	Other
VA	2,230,000	543,604	3,897,000 143,500 (8)	42,611	960,931	51,400 536,000	53,104	129,500		1,233,825	Direct Grants 470,000 Fishing Tourn. 144,314 Community Develop. 22,911
WA	617,771	159,305	403,960 111,119 (41)	124,993	360,204	1,801 55,000	19,818	98,425	331,027	114,553	
WV	398,450	166,100	1,600,000 Incl. (28)	375,000	20,000	22,000	31,000	50,000		27,670	
WI	1,172,000	152,080	4,098,211 301,789 (7)	980,000	490,600	Incl. in PR Incl. in PR	280,000	150,000	650,000	224,320	Welcome Center Constr. 85,100 Film Office 87,300
WY	434,498	329,263	992,218 93,768 (35)	542,248	323,510	197,984 176,261	140,301	136,111	325,556	232,740	Direct Grants 15,000 Film Office 187,030
DC COMM	365,000	60,000	967,162 50,000	77,000	130,000	50,000	5,000				Direct Grants 50,000 Promo. Items 20,000 Programs 240,000

** See "Budget - Comments" section for explanatory notes**

State	Personnel Services	Other Administrative Costs	Media Purchase/ Production (Adv. Rank)	Printing and Production	Inquiry Fulfillment	Promotion Domestic/ Int'l	Press and Public Relations	Research	Matching Funds Program	Welcome Center Operation	Other
AL	1,495,034	949,087	1,155,300 342,560 (31)		300,000		90,000	35,000	128,000	750,000	Direct Grants 70,000 Other 102,140
AK DOT	783,000	400,000	(9)	30,000		976,220	50,000	354,780	480,100	180,000	Direct Grants 395,000 Film Office 225,000 Tourism North 170,000
AK ATMC	176,300	143,000	2,962,813 1,029,850 (9)	660,000	640,000	50,000 213,037	170,000				Other 100,000
AZ	619,200	558,100	2,200,000 500,000 (19)	347,000		600,000	50,000	75,000	610,000	133,000	
AR	1,436,004	509,042	3,100,390 188,320 (14)	286,680	524,550	151,600 45,000	90,000	108,500	705,763	29,150	Welcome Center Constr. 25,000
CA		1,200,000	3,940,000 325,000 (8)	350,000	550,000	405,000 800,000	205,000				Other 625,000
CO	1,346,999	349,232	2,970,000 350,000 (13)	518,592	1,380,000	26,428 235,582	166,372	182,760	215,000	209,785	Public Affairs, Travel Trade 303,25

**See "Budget - Comments" section for explanatory notes **

State	Personnel Services	Other Administrative Costs	Media Purchase/ Production (Adv. Rank)	Printing and Production	Inquiry Fulfillment	Promotion Domestic/ Int'l	Press and Public Relations	Research	Matching Funds Program	Welcome Center Operation	Other
CT	282,309		190,000 50,000 (45)	290,000	60,000		200,000	15,000		80,000	Film Office 75,000 Assoc. Meetings 1,200
DE	260,200	215,200	110,000 Incl. (47)	211,500				72,000	245,000		Direct Grants 2,100
FL	3,296,551	1,348,336	4,129,600 400,000 (6)		350,000	171,000 1,767,416	54,000	216,000		110,500	Furniture/ Equip. 40,200
GA	3,389,973	855,907	3,887,843 (11)								Other 653,110
HI STO	214,623	547,880	1,641,960 Incl. (5)	335,910		665,320 285,000	126,290	376,000			Other 1,826,020
HI HVB	3,254,100	2,704,200	3,071,561 Incl. (5)	1,062,900		871,400 3,053,600	272,000	953,900			Other 1,085,000
ID	322,300	127,100	350,000 62,000 (41)	251,500	200,000	39,000 25,000	33,000	50,000	1,246,684		Contingency 85,512
IL	1,438,600	9,008,000	10,000,000 Incl. (1)	753,400		1,700,000			1,800,000	700,000	Convention Bureau Program 6,500,000

**See "Budget - Comments" section for explanatory notes **

State	Personnel Services	Other Administrative Costs	Media Purchase/ Production (Adv. Rank)	Printing and Production	Inquiry Fulfillment	Promotion Domestic/ Int'l	Press and Public Relations	Research	Matching Funds Program	Welcome Center Operation	Other
IN	350,000	150,000	1,100,000 150,000 (34)	750,000	350,000	 25,000	100,000	125,000	300,000		Heritage Tourism 100,000
IA	468,000	250,000	1,700,000 275,000 (26)	450,000	350,000	100,000 65,000	60,000	60,000	60,000	100,000	Direct Grants 300,000 Welcome Center Constr. 350,000
KS	622,000	150,000	175,000 (46)	50,000	96,585	 14,000	36,000		40,000	334,000	Film Office 212,000 KANSAS Magazine 403,000
KY	1,214,500	300,000	2,100,000 500,000 (21)	530,000	218,000	10,000 150,000	225,000	35,000	900,000	420,000	
LA	1,594,714	46,132	4,900,000 Incl. (4)		274,429			70,000		241,194	Other Advertising 1,641,606 Other Promotion 681,925
ME	200,758	251,150	303,000 147,000 (40)		195,500			26,000	30,000	380,000	Direct Grants 30,000 NEGC 44,000
MD	965,000	775,000	1,100,000 100,000 (35)	1,100,000	350,000	465,000 650,000	50,000	40,000	400,000	765,000	Direct Grants 150,000

**See "Budget - Comments" section for explanatory notes **

State	Personnel Services	Other Administrative Costs	Media Purchase/ Production (Adv. Rank)	Printing and Production	Inquiry Fulfillment	Promotion Domestic/ Int'l	Press and Public Relations	Research	Matching Funds Program	Welcome Center Operation	Other
MA	580,000	150,000	1,800,000 200,000 (25)	200,000	550,000	50,000 400,000	70,000	80,000	1,000,000	20,000	Other 400,000
MI	1,665,010	751,676	3,500,000 300,000 (12)	1,400,000	755,414	100,000	42,000	200,000	2,790,900		Direct Grants 1,450,400 Other 1,500,000
MN	1,845,356	1,231,873	1,090,300 222,000 (32)	451,699	308,400	42,850 100,000	16,500	100,000	1,515,000	1,244,519	Agency Fees 425,000
MS	307,500	72,157	475,000 25,000 (38)			25,000	30,000		200,000	850,289	Film Office 130,424 Contingency 125,000
MO	739,997	107,371	3,072,423 2,016,800 (3)	328,000	80,000	51,000	30,000			65,125	
MT	355,000		1,959,775 125,000 (24)	474,123	240,000	77,676 155,368	114,304	136,325			Film Office 186,386 Marketing 1,284,461
NE	255,542	80,773	299,385 35,000 (44)	310,773	100,000	120,000	2,000		75,000	201,292	Film Office 110,327

**See "Budget - Comments" section for explanatory notes **

State	Personnel Services	Other Administrative Costs	Media Purchase/ Production (Adv. Rank)	Printing and Production	Inquiry Fulfillment	Promotion Domestic/ Int'l	Press and Public Relations	Research	Matching Funds Program	Welcome Center Operation	Other
NV	498,538	499,990	1,070,000 190,000 (33)	560,000	130,000	74,000 215,000	231,250	120,000	450,000	17,000	Direct Grants 344,785 Film Office 271,573 Other 408,452
NH	207,404	88,990	711,910 185,000 (37)	402,500	40,000	130,290 20,000	10,000	50,000	1,007,750		Direct Grants 40,000 Film Office 10,000
NJ	1,061,125	704,225	2,700,000 500,000 (15)	927,650	725,000	50,000 100,000	200,000	150,000	200,000	300,000	
NM	335,000	100,217	1,034,257 468,544 (30)	320,000	213,700	27,600 56,000		15,000	555,400	627,100	Welcome Center Constr. 91,500 Reserve 95,000 NM Indian Tourism Assoc. 50,000 Quincentennial 25,000
NY			6,900,000 Incl. (2)								
NC	749,355	236,270	2,209,350 865,000 (16)	1,092,313	308,731	50,000 9,800	56,195		255,000	1,331,315	Direct Grants 25,000

**See "Budget - Comments" section for explanatory notes **

State	Personnel Services	Other Administrative Costs	Media Purchase/ Production (Adv. Rank)	Printing and Production	Inquiry Fulfillment	Promotion Domestic/ Int'l	Press and Public Relations	Research	Matching Funds Program	Welcome Center Operation	Other
ND	286,000	61,000	279,000 94,000 (43)	100,000	114,000	250,000	4,000	135,000	165,000	12,000	
OH	895,592	1,249,849	500,000 Incl. (39)	645,000	800,000	100,000 50,000	500,000	60,000			Direct Grants 575,000
OK	1,860,546	700,151	1,732,445 499,264 (22)	845,049	263,300	98,185 55,308	63,797	84,475	589,745	95,378	
OR	328,210	234,040	293,941 102,352 (42)	377,500	358,500	52,500 92,500	25,000	32,500	62,500	327,750	Welcome Center Constr. 125,000 Museum Grants 37,500 Special Promotions 17,500 Tourism Council 7,500 Hospitality Training 3,000
PA	192,305	230,000	3,800,100 88,000 (10)	1,400,000	1,350,000	44,900	120,000	75,000	7,200,000		Unbudgeted Promotion 322,000
RI	480,000	125,000	1,100,000 150,000 (34)	195,000	200,000	20,000 60,000	25,000	40,000	20,000	358,000	Direct Grants 82,000

**See "Budget - Comments" section for explanatory notes **

State	Personnel Services	Other Administrative Costs	Media Purchase/ Production (Adv. Rank)	Printing and Production	Inquiry Fulfillment	Promotion Domestic/ Int'l	Press and Public Relations	Research	Matching Funds Program	Welcome Center Operation	Other
SC	1,527,000	563,000	2,985,000 Incl. (18)	800,000	625,000	75,000 647,000	50,000	30,000	1,675,000	275,000	Direct Grants 100,000
SD	578,149	214,007	1,617,000 Incl. (29)	305,937	281,107	245,000 55,000	15,000	10,800		178,000	Film Office 50,000
TN	1,059,500	385,355	2,875,000 140,000 (17)	595,250	368,000	170,000 28,300	96,000	79,795	225,000	4,912,600	Direct Grants 17,800
TX HWYS	1,907,088	93,515	(7)	2,555,173	1,275,935					863,575	TEXAS HIGHWAYS Magazine 4,787,600
TX TOUR	796,417	515,285	4,500,000 500,000 (7)	229,943	700,000	120,000 491,500	279,500	246,918			Heritage Tourism/ Business Travel Market/ Misc. 1,328,848
UT	580,555	187,815	1,709,800 39,000 (27)	481,500	230,000	110,160 246,000	66,600	49,150	225,000	259,460	Direct Grants 40,000 Film Office 15,000 Subscriptions/Memberships 5,360
VT	662,458	224,367	855,000 48,175 (36)	184,000	211,000	45,000	35,000	30,000	254,000		Direct Grants 25,000 Film Office 8,000

**See "Budget - Comments" section for explanatory notes **

State	Personnel Services	Other Administrative Costs	Media Purchase/ Production (Adv. Rank)	Printing and Production	Inquiry Fulfillment	Promotion Domestic/ Int'l	Press and Public Relations	Research	Matching Funds Program	Welcome Center Operation	Other
VA	1,750,000	1,365,400	2,155,980 50,000 (23)	60,000	770,000	43,000 530,000	75,000	109,065		887,041	Community Develop. 30,000
WA	686,021	177,106	464,187 61,950 (38)	150,000	410,000	10,000 55,000	85,000	350,000	400,000	133,448	Governor Requested Savings 114,079
WV	400,000	148,404	2,672,821 Incl. (20)	310,000	20,000	27,179	32,000	60,000		23,035	Film Office 44,000
WI			3,530,000 270,000 (12)								
WY	488,768	277,144	1,536,648 110,000 (28)	258,956	266,549	63,000 128,700	81,690	90,000		167,799	Film Office 159,587
DC COMM	375,000	70,000	1,050,000 60,000	80,000	180,000	4,000 800,000	5,000	25,000			Promo. Items 30,000 Programs 240,000

**See "Budget - Comments" section for explanatory notes **

	Participation in Travel Shows			DOMESTIC		INTERNATIONAL		INTERNATIONAL	
State	Solicitation of Conventions?	1990-91 Budget Amount	Total Number Domestic, Int'l Consumer, Trade	Media Purchase/ Media Allocation		Advertising/ Promotion/ Media Allocation		Advertising/ Promotion Allocation by Country	
AL	No	100,000	TOTAL: 7 D-7; I-2 T-4	1,155,300					
				TV	575,000				
				Magazine	454,300				
				Newspaper	100,000				
				Outdoor	26,000				
AK DOT	Yes	40,000	TOTAL: 20 D-7; I-8 C-3; T-2			976,220		Japan	450,020
								Germany	350,000
						Office Exp.	310,000	Other	176,200
						Magazine	250,020		
						Co-op Adv.	176,200		
						PR	100,000		
						Trade Shows	53,000		
						Newspaper	50,000		
						Agent/Press Fams	37,000		
AK ATMC	No	None	None	2,962,813		213,037		Canada	213,037
				Other	1,057,489	Magazine	213,037		
				Magazine	967,038				
				TV	748,286				
				Newspaper	190,000				
AZ	No		TOTAL: 21 D-10; I-11 C- 2; T-19	2,200,000		600,000		United Kingdom	300,000
				TV	1,297,000	Int'l Offices	300,000	Germany	100,000
				Magazine	700,000	Co-Op w/TWA	300,000	Mexico	100,000
				Outdoor	145,000			Canada	50,000
				Radio	58,000			Japan	50,000
AR	Yes	22,500	TOTAL: 12 D-12 C-11; T-1	3,100,390		45,000		Japan	45,000
				TV	1,163,580	Japan Office Fulfillment	25,000		
				Magazine	980,975	Expense	10,000		
				Newspaper	460,000	Magazine	5,000		
				Other	361,835	Trade Shows	5,000		
				Radio	125,000				
				Outdoor	9,000				

See "Budget - Comments" section for explanatory notes

BUDGET — 1990-91 ADVERTISING

State	Participation in Travel Shows: Solicitation of Conventions?	1990-91 Budget Amount	Total Number Domestic, Int'l Consumer, Trade	DOMESTIC Media Purchase/ Media Allocation	INTERNATIONAL Advertising/ Promotion/ Media Allocation	INTERNATIONAL Advertising/ Promotion Allocation by Country
CA	Yes	300,000	TOTAL: 8 D-2; I-6 T-8	3,940,000 Magazine 3,740,000 TV 200,000	800,000	Other* 296,000 United Kingdom 230,000 Japan/ Korea 157,000 Canada 109,000 Mexico 5,000 Australia/ N. Zealand 3,000
CO	No	28,532	TOTAL: 9 D-4; I-5 T-9	2,970,000 Magazine 2,820,000 TV 150,000	235,582 Market Represent. 215,000 Trade Shows 20,582	United Kingdom 160,582 Japan 30,000 Germany 22,500 France 22,500
CT	No	9,444	TOTAL: 7 D-6; I-1 C-1; T-6	190,000 Magazine 190,000		
DE	No	15,000-20,000	TOTAL: 7 D-6; I-1 C-1; T-6	110,000		
FL	Yes	179,000	TOTAL: 53 D-28; I-25 C-20; T-33	4,129,600	1,767,416 TV 505,000 Magazine 463,000 Foreign Offices 390,883 Newspaper 250,000 Prod./Prof. Fee 158,533	Canada 725,674 Europe 684,787 Latin America 356,955
GA	No	None	TOTAL: 11	3,887,843		
HI HVB	Yes	1,935,000	TOTAL: 100	3,071,561	3,053,600 Other 1,990,000 Trade Shows 1,063,600	

See "Budget - Comments" section for explanatory notes

State	Solicitation of Conventions?	Participation in Travel Shows: 1990-91 Budget Amount	Participation in Travel Shows: Total Number Domestic, Int'l Consumer, Trade	DOMESTIC Media Purchase/ Media Allocation		INTERNATIONAL Advertising/ Promotion/ Media Allocation		INTERNATIONAL Advertising/ Promotion Allocation by Country	
ID	Yes		TOTAL: 4 D-3; I-1 T-4	350,000 Magazine	350,000	25,000 Trade Shows Collateral Material	15,000 10,000	United Kingdom Japan Mexico Germany France Spain Italy Taiwan/ Korea	5,000 5,000 2,500 2,500 2,500 2,500 2,500 2,500
IL	No	60,000	TOTAL: 17 D-2; I-15	10,000,000 Outdoor TV Radio Print (Mag./News.)	5,400,000 2,700,000 1,000,000 900,000	1,700,000			
IN	No	25,000	TOTAL: 6	1,100,000 TV Newspaper Magazine Radio	750,000 150,000 100,000 100,000	25,000 Trade Missions Trade Shows	20,000 5,000	Canada Japan Other	10,000 10,000 5,000
IA	Yes	20,000	TOTAL: 9 D-4; I-1 C-3; T-1	1,700,000 TV Magazine Newspaper Other	980,000 350,000 350,000 20,000	65,000 Magazine Membership Trade Shows	32,000 23,000 10,000	Canada Japan	35,000 30,000
KS	No	2,000	TOTAL: 4-5 D-4-5 T-4-5	175,000		14,000 America's Heartland Publication	14,000	Canada Mexico United Kingdom Germany France Japan Spain Italy	1,750 1,750 1,750 1,750 1,750 1,750 1,750 1,750

See "Budget - Comments" section for explanatory notes

	Participation in Travel Shows			DOMESTIC		INTERNATIONAL		INTERNATIONAL	
State	Solicitation of Conventions?	1990-91 Budget Amount	Total Number Domestic, Int'l Consumer, Trade	Media Purchase/ Media Allocation		Advertising/ Promotion/ Media Allocation		Advertising/ Promotion Allocation by Country	
KY	No	140,000	TOTAL: 36 D-30; I- 6 C-12; T-24	2,100,000		150,000		Canada	50,000
				TV	1,300,000	Magazine	45,000	United Kingdom	40,000
				Magazine	500,000	Trade Shows	40,000	Germany	20,000
				Newspaper	100,000	Trade Missions	40,000	France	20,000
				Radio	100,000	Fam Tours	15,000	Japan	20,000
				Other	100,000	Newspaper	10,000		
LA	No	None	None	4,900,000					
ME	Yes	None	TOTAL: 6	303,000					
				Magazine	182,000				
				Newspaper	121,000				
MD	Yes	20,000	TOTAL: 12 D-5; I- 7 C-1; T-11	1,100,000		650,000		Scandinavia	200,000
				Newspaper	750,000	Travel Trade/		United Kingdom	175,000
				Magazine	300,000	Media Pro.	200,000	Germany	175,000
				Radio	50,000	Tour Opr. Co-ops	150,000	Canada	60,000
						Airline Co-op	100,000	Japan	30,000
						Other Pro.	100,000	France	10,000
						Magazine	60,000		
						Trade Shows	40,000		
MA	No	25,000	TOTAL: 7 D-3; I-4 C-1; T-6	1,800,000		400,000		Other	170,000
				TV	900,000	Promo. Mkt.,		United Kingdom	150,000
				Magazine	820,000	Co-op Prog.,		Japan	80,000
				Newspaper	40,000	etc.	385,000		
				Other	40,000	Trade Shows	15,000		
MI	Yes	None	None	3,500,000		100,000		United Kingdom	100,000
				TV	2,688,000				
				Magazine	416,500				
				Newspaper	374,500				
				Other	21,000				

See "Budget - Comments" section for explanatory notes

State	Participation in Travel Shows: Solicitation of Conventions?	1990-91 Budget Amount	Total Number Domestic, Int'l Consumer, Trade	DOMESTIC Media Purchase/ Media Allocation		INTERNATIONAL Advertising/ Promotion/ Media Allocation		INTERNATIONAL Advertising/ Promotion Allocation by Country	
MN	Yes	42,850	TOTAL: 19 D-11; I-8	1,090,300		100,000		Other	75,000
								Germany	22,000
				TV	500,200			United	
				Newspaper	389,000	Multi-state Mkt. Prog.	75,000	Kingdom	3,000
				Radio	148,000	Magazine	15,000		
				Magazine	52,300	Sp. Event	9,000		
						Newspaper	1,000		
MS	-		TOTAL: 9 D-3; I-4 C-2	475,000					
MO	No	None	TOTAL: 6 D-6; C-6	3,072,423		51,000		Canada	30,000
								United	
				TV	1,316,010	Trade Shows	32,500	Kingdom	14,000
				Radio	840,527	Multi-state		France	7,000
				Other	551,726	Program	18,500		
				Newspaper	275,000				
				Magazine	89,160				
MT	Yes	20,000	TOTAL: 12 D-4; I-4 C-4	1,959,775		155,368		Germany	55,368
								United	
				TV	1,206,319	Other	140,368	Kingdom	50,000
				Magazine	534,401	Trade Shows	10,000	Japan	50,000
				Other	117,750	Magazine	5,000		
				Outdoor	101,305				
NE	No	14,000	TOTAL: 6 C-2; T-4	299,385					
				TV	100,100				
				Magazine	100,000				
				Newspaper	80,000				
				Radio	19,285				
NV	No	50,000	TOTAL: 10 D-3; I-3 T-4	1,070,000		215,000		Japan	65,000
								Taiwan	60,000
				Magazine	500,000	Office Admin.	150,000	Germany	30,000
				TV	300,000	Trade Shows	50,000	Canada	20,000
				Newspaper	270,000	Magazine	5,000	Mexico	20,000
						Newspaper	5,000	United	
						Radio	5,000	Kingdom	20,000

See "Budget - Comments" section for explanatory notes

BUDGET — 1990-91 ADVERTISING

State	Participation in Travel Shows: Solicitation of Conventions?	Participation in Travel Shows: 1990-91 Budget Amount	Participation in Travel Shows: Total Number Domestic, Int'l Consumer, Trade	DOMESTIC: Media Purchase/ Media Allocation	INTERNATIONAL: Advertising/ Promotion/ Media Allocation	INTERNATIONAL: Advertising/ Promotion Allocation by Country
NH	No	7,700	TOTAL: 6 D-2; I-4 C-1; T-5	711,910 TV 400,000 Newspaper 120,000 Other 90,910 Magazine 86,000 Radio 15,000	20,000 Newspaper 10,000 Trade Shows 10,000	Canada 19,000 Germany 1,000
NJ	Yes	109,060	TOTAL: 22 D-13; I- 5 C- 3; T-15	2,700,000 TV 1,250,000 Magazine 800,000 Radio 450,000 Newspaper 200,000	100,000 Magazine 70,000 Trade Shows 30,000	Canada 50,000 United Kingdom 20,000 Germany 20,000 Japan 10,000
NM	No	98,600	TOTAL: 12 D-4; I- 8 T-12	1,034,257 TV 634,857 Magazine 344,970 Newspaper 54,430	56,000	
NY	No	24,500	TOTAL: 5	4,243,000 TV 2,700,000 Magazine 700,000 Newspaper 500,000 Radio 200,000 Other 143,000	600,000	
NC	Yes	26,404	TOTAL: 10 D-7; I-3 C-2; T-8	2,209,350 Magazine 968,104 Other 628,799 Radio 405,400 Newspaper 207,047	9,800 Magazine 9,800	United Kingdom 9,800
ND	No	20,000	TOTAL: 5 D-5 C-5	279,000 TV 200,000 Magazine 79,000	250,000 TV 250,000	Canada 250,000
OH	No	5,000	D-6; I-3 C-9; T-1	500,000	50,000	

See "Budget - Comments" section for explanatory notes

State	Participation in Travel Shows: Solicitation of Conventions?	1990-91 Budget Amount	Total Number Domestic, Int'l Consumer, Trade	DOMESTIC Media Purchase/ Media Allocation		INTERNATIONAL Advertising/ Promotion/ Media Allocation		INTERNATIONAL Advertising/ Promotion Allocation by Country	
OK	Yes	116,575	TOTAL: 28 D-22; I- 6 C-13; T-15	1,732,445		55,308		Other	35,190
								Germany	9,000
				TV	923,868	Trade Shows	26,025	United Kingdom	6,000
				Magazine	583,184	Magazine	16,018	Canada	4,068
				Newspaper	122,642	Other	13,265	Mexico	600
				Other	62,751			Japan	450
				Outdoor	40,000				
OR	No	47,500	TOTAL: 10 D-5; I-5 C-2; T-8	293,941		92,500		Japan/Korea Taiwan	40,000
								Visit USA West	22,500
				Magazine	293,941	Special Projects	72,500	United Kingdom	5,000
						Trade Shows	20,000	Germany	5,000
								*	
PA	Yes	21,000	TOTAL: 17 D-13; I- 4 C- 5; T-12	3,800,100		44,900		Canada	44,900
				TV	2,953,000	Newspaper	42,360		
				Magazine	594,000	Magazine	2,540		
				Newspaper	253,100				
RI	No		D-4; I-4 T-8	1,100,000		60,000		United Kingdom	20,000
								Canada	15,000
				Magazine	600,000			Japan	15,000
				Newspaper	300,000			Germany	10,000
				TV	200,000				
SC	Yes	110,000	TOTAL: 49 D- 4; I-15 C-12; T-18	2,985,000		647,000		Germany	300,000
								United Kingdom	155,000
				Magazine	1,128,704	Magazine	185,000	Canada	57,000
				Other	958,296	Brochures	147,000	Japan	50,000
				TV	515,000	Trade Shows	90,000	Netherlands	25,000
				Newspaper	383,000	Admin.	55,000	France	20,000
						Canadian Promo.	55,000	Switzerland	20,000
						Tour Catalog	40,000	Spain	10,000
						Inquiry Ser.	40,000	Italy	10,000
						Newsletter	35,000		
SD	Yes	35,000	TOTAL: 10 D-10 C-10	1,617,000		55,000		United Kingdom	30,000
								Germany	20,000
				TV	742,000	PR/Other	55,000	Japan	5,000
				Newspaper	500,000				
				Outdoor	180,000				
				Magazine	110,000				
				Other	50,000				
				Radio	35,000				

See "Budget - Comments" section for explanatory notes

State	Participation in Travel Shows: Solicitation of Conventions?	1990-91 Budget Amount	Total Number Domestic, Int'l Consumer, Trade	DOMESTIC Media Purchase/ Media Allocation	INTERNATIONAL Advertising/ Promotion/ Media Allocation	INTERNATIONAL Advertising/ Promotion Allocation by Country
TN	Yes	77,731	TOTAL: 24 D-18; I- 6 C- 6; T-18	2,875,000 TV 2,200,000 Magazine 600,000 Newspaper 75,000	28,300 Trade Shows 19,355 Other 7,945 Magazine 1,000	United Kingdom 14,000 Canada 5,000 France 4,350 Japan 3,450 Germany 1,500
TX HWYS	No	None	None			
TX TOUR	No		TOTAL: 39 D-12; I-19 C- 8	4,500,000	491,500	
UT	No	54,000	TOTAL: 6 I-6 T-6	1,709,800 Magazine 923,292 Radio 427,450 Other 205,176 Outdoor 136,784 Newspaper 17,098	246,000	
VT	Yes	6,000	TOTAL: 5 D-3; I-2 T-5	855,000 TV 464,000 Newspaper 180,000 Magazine 145,000 Radio 42,000 Other 24,000	45,000 TV 30,000 Newspaper 12,000 Trade Shows 3,000	Canada 42,000 United Kingdom 3,000
VA	Yes	42,000	TOTAL: 13 D-7; I- 6 T-13	2,155,980 Magazine 1,311,554 Newspaper 360,000 Radio 334,426 TV 150,000	530,000 Magazine 300,000 Other 184,500 Trade Shows 45,500	United Kingdom 280,000 Germany 171,000 Other 52,000 Japan 14,000 France 13,000
WA	No	10,000	TOTAL: 6 D-7; I-3 C-1; T-5	464,187 Magazine 372,569 Other 84,118 Newspaper 7,500	55,000 Other 45,000 Trade Shows 10,000	Other 45,000 Japan 6,000 United Kingdom 2,000 Germany 2,000

See "Budget - Comments" section for explanatory notes

State	Participation in Travel Shows: Solicitation of Conventions?	1990-91 Budget Amount	Total Number Domestic, Int'l Consumer, Trade	DOMESTIC Media Purchase/ Media Allocation	INTERNATIONAL Advertising/ Promotion/ Media Allocation	INTERNATIONAL Advertising/ Promotion Allocation by Country
WV	Yes	27,000	TOTAL: 13 D-11; I-2 C- 7; T-6	2,672,821 TV 1,472,085 Magazine 629,985 Other 409,051 Radio 100,000 Newspaper 61,700		
WI				3,530,000		
WY	Yes		TOTAL: 7 I-2 C-3; T-2	1,536,648	128,700 Regional Co-op Prog. 98,700 Magazine 30,000	United Kingdom 35,000 Germany 35,000 Australia/ N. Zealand 33,700 Japan 25,000
DC COMM	No	15,000	TOTAL: 4 I-4	1,050,000 Newspaper 550,000 Magazine 500,000	800,000	Canada 200,000 United Kingdom 200,000 Germany 200,000 Japan 200,000

See "Budget - Comments" section for explanatory notes

State	Explanatory Notes
AK DOT	In fiscal year 1989-90, the Alaska state legislature appropriated $3,600,000 in supplemental funds to the Division of Tourism for domestic and international marketing.
AR	*Projected 2% Tourism Tax income. Arkansas has a biennial budget.
FL	The media purchase breakdown does not include professional fee and production costs. Florida has a biennial budget. The amount is appropriated by Legislature.
HI STO	*The state travel office contracts with five island marketing organizations to market and promote their respective islands. The state office has a biennial budget.
IN	Indiana has a biennial budget.
KS	The state passed legislation in the 1990 session which allows for a matching grant program for the development/enhancement of tourist attractions; however, no funds were provided by the legislature. It merely establishes the funding mechanism if funds are raised privately.
LA	The legislature created the Louisiana Promotion District this year which will collect .03 percent of the state sales tax and dedicate these funds to tourism advertising and promotion. Decisions for utilizing this money within the Office of Tourism have not been decided at this time.
ME	Maine has a biennial budget.
MI	International program to be part of a joint program, operated through the office of the Council of Great Lakes Governors.
MN	Minnesota has a biennial budget.
MO	The amount reported in "production" for FY 89-90 includes $183,000 for research conducted through the advertising agency, $375,318 for fulfillment, and $187,805 in general revenue reserves. The amount reported in "production" for FY 90-91 includes $62,500 for research to be conducted through the advertising agency, $730,000 for fulfillment, and $389,500 in general revenue reserves.
NE	Nebraska has biennial budget. The second year of the biennium is based on projections of collections of 1% state lodging tax.
NV	Nevada has a biennial budget. The budget is approved for two fiscal years by the Tourism Commission Budget Director and Governors Conference. Legislature modifies and/or votes for approval.
NH	New Hampshire has a biennial budget. The second year of the biennial budget includes $850,000 supplemental appropriation from rooms and meals tax.

State	Explanatory Notes
NY	The Department of Economic Development administers a variety of business development programs in which travel related businesses are eligible: New York State Business Development Corp. (loans) and the Regional Economic Development Partnership Program (loans and grants).
NC	North Carolina has a biennial budget.
ND	North Dakota has a biennial budget.
OH	Ohio has a biennial budget.
OR	*The international advertising budget allocation by country is for special projects only ($72,000); it does not include trade shows ($20,000). Oregon has a biennial budget. Basically, all expenses are divided in half, with the exception of media advertising, which is actual. Oregon experienced a shortfall in lottery revenues and had to cut the biennial budget approximately $450,000, much of which came out of advertising.
TX HWYS	The Texas Legislature meets every two years and allocates funds to state agencies based on the agencies' Legislative Appropriations Requests. Even though the appropriations are made every two years, the Legislative Appropriations Requests have funds specified in each of the two years. Funds left from one year cannot be carried forward to the second year of the biennium. The 1990-91 projected budget totals used in this survey were extracted from an allocation already received for Fiscal Year 1991.
TX TOUR	Texas has a biennial budget.
VA	Virginia has a biennial budget.
WA	Washington has a biennial budget.
WI	Wisconsin has a biennial budget.
WY	Wyoming has a biennial budget.

State	Current Travel Promotion Theme or Slogan	Out-of-State Cities in Which Information Centers are Located	Foreign Cities or Countries in Which Travel Office is Represented	Official Name of Annual State Travel Conference	Month Conference Normally Held	Toll-Free Telephone Number for Travel Information Inquiries Advertising Toll-Free Number Same for General Inquiries?
AL	Alabama! The State of Surprises!	None	Germany Japan Korea	Alabama Hospitality and Tourism Conference	May	In-state: 800-392-8096 Out-of-state: 800-ALA-BAMA No
AK DOT	Alaska!	None	Tokyo, Japan Frankfurt, Germany Seoul, S. Korea	Alaska Visitors Association Annual Conference	October	None
AZ	Arizona, If you knew it, you'd do it.	None*	None	Annual Arizona Governor's Tourism Symposium	January	None No**
AR	Arkansas . . . The Natural State	None	*	Governor's Conference on Tourism	March/ April	800-NATURAL Yes
CA	Discover the Californias	None	None	Governor's Conference on Tourism*	March	800-TO-CALIF Yes
CO	None	None	Great Britain Netherlands Germany Austria Switzerland France Italy	Colorado Tourism Conference	April	800-433-2656 No
CT	CLASSIConnecticut The Pride of New England	New York, NY* Sturbridge, MA Plymouth, MA	Frankfurt, Germany Tokyo, Japan	Connecticut Tourism Week	May	800-CT BOUND Yes
DE	Delaware, Small Wonder The First State	None	None	Lt. Governor's Tourism Conference	TBA	In-state: 800-282-8667 Out-of-state: 800-441-8846 Yes
DC CVA	Celebrate the City - Discover the World	None	None	None		Hotels/attractions: 800-422-8644* No
DC COMM	Washington, D.C. Celebrate the City - Discover the World	None*	None	N/A	N/A	800-422-8644 Yes
FL	See Florida Coast to Coast to Coast	None	London, England Toronto, Canada Coral Gables, FL Latin American Market*	Florida Governor's Conference on Tourism	September	None
GA	Georgia on My Mind	None	Brussels, Belgium Tokyo, Japan Toronto, Canada Seoul, S.Korea	Georgia's Governor's Tourism Conference	September	800-VISIT-GA No
HI HVB	Come To Life In Hawaii	Regional Offices: New York, NY Chicago, IL San Francisco, CA Los Angeles, CA Convention Office: Washington, DC	Tokyo, Japan Hong Kong Australia New Zealand England Canada	None	N/A	None

See "General Promotion -- Table 2" for explanatory notes

GENERAL PROMOTION — TABLE I

State	Current Travel Promotion Theme or Slogan	Out-of-State Cities in Which Information Centers are Located	Foreign Cities or Countries in Which Travel Office is Represented	Official Name of Annual State Travel Conference	Month Conference Normally Held	Toll-Free Telephone Number for Travel Information Inquiries Advertising Toll-Free Number Same for General Inquiries?
ID	Idaho, Discover the Undiscovered America	None	Seoul, S.Korea Taipei, Taiwan	Governor's Conference on Tourism	May	Out-of-state: 800-635-7820 No
IL	Illinois, The American Renaissance	None	Brussels, Belgium San Paulo, Brazil Hong Kong Shenyang, China Tokyo & Osoha, Japan Moscow, USSR Mexico City, Mexico Toronto, Ontario	Governor's Conference on Tourism	May	800-223-0121 No
IN	Come on IN Indiana	None	Tokyo, Japan London, England Netherlands Taipei, Taiwan	Lt. Governor's Conference on Tourism	March	800-289-ON IN Yes
IA	The Time Is Right To Discover Iowa Treasures	None	Frankfurt, Germany Hong Kong Tokyo, Japan	Iowa Conference on Tourism	October	800-345-IOWA Yes
KS	Ah! Kansas America's Central Park Linger Longer	None	None	Governor's Conference on Tourism	September	800-252-6727 Yes
KY	The Uncommon Wealth of Kentucky	None	None	Fall Travel Conference	October	800-225-TRIP In- and out-of-state, Ontario and Quebec Yes
LA	Louisiana, We're Really Cookin'	None	None	LA Travel Summit	February	Consumer:* 800-33-GUMBO Travel Industry: 800-227-4FUN Yes
ME	Maine, The Way Life Should Be	New England Vacation Center, New York, NY	None	Governor's Conference on Tourism	May	800-533-9595* Yes
MD	Maryland . . . More than You Can Imagine	None	None	Governor's Tourism Conference	October	800-MD is FUN No
MA	The Spirit of Massachusetts is the Spirit of America	New York, NY	Tokyo, Japan London, England	Governor's Conference on Travel and Tourism	April	800-447-MASS (Guide book only) No
MI	YES M!CH!GAN	None	None	Governor's Conference on Tourism	April	800-5431-YES Yes
MN	Explore Minnesota	None	None	Minnesota Conference on Tourism	January	In-state: 800-657-3700 Twin Cities: 296-5029 Yes
MS	Mississippi: More Than A River	None	Taipei, Taiwan Tokyo, Japan	Governor's Conference on Tourism	September	800-647-2290 Events Hotline:* 800-821-6477 Yes

See "General Promotion — Table 2" for explanatory notes

State	Current Travel Promotion Theme or Slogan	Out-of-State Cities in Which Information Centers are Located	Foreign Cities or Countries in Which Travel Office is Represented	Official Name of Annual State Travel Conference	Month Conference Normally Held	Toll-Free Telephone Number for Travel Information Inquiries Advertising Toll-Free Number Same for General Inquiries?
MO	Wake Up to Missouri	None	Japan Germany	Missouri's Governor's Conference on Tourism	November	October/November 800-877-1234 No
MT	Montana Unspoiled, Unforgettable!	None	Tokyo, Japan Taipei, Taiwan	Governor's Conference on Tourism and Outdoor Recreation	May	Out-of-state: 800-541-1447 Yes
NE	Come See What We're Up To Now!	None	None	Annual Governor's Travel Industry Conference	February	In-state: 800-228-4307 Out-of-state: 800-742-7595 Yes
NV	Discover Both Sides of Nevada	Washington, DC	Tokyo, Japan Taipei, Taiwan Frankfurt, Germany	Governor's Conference on Tourism	October	800-NEVADA-8 No
NH	It's Right in New Hampshire	New York, NY	United Kingdom*	Annual Governor's Conference	May (Nat'l Tourism Week)	Out-of-state: 800-258-3608** No
NJ	New Jersey and You . . . Perfect Together	None	Canada	Governor's Conference on Tourism	March	800-JERSEY-7 No
NM	New Mexico USA, Land of Enchantment	None	None	Governor's Conference on Tourism		Out-of-state: 800-545-2040 Yes
NY	I Love New York	None	London, England Toronto, Canada Montreal, Canada Tokyo, Japan Frankfort, Germany	I Love New York Tourism Conference	Fall	800-CALL-NYS Yes
NC	The Promised Land	None	None	Governor's Conference on Travel & Tourism	May	800-VISIT-NC Yes
ND	Discover the Spirit	None	None	Conference on Tourism	April	In-state: 800-472-2100 Out-of-state: 800-437-2077 Canada: 800-537-8879 Yes
OH	Ohio. . . The Heart of It All	None	Belgium Japan Africa Canada	Governor's Conference on Tourism ... Tourism 2000	April	National: 800-BUCKEYE Canada: 800-533-5222 Ontario, Quebec: 614-462-4951 Yes
OK	Discover Oklahoma!	None	None	Oklahoma Travel Industry Conference	First week of November	800-652-6552 Yes
OR	Oregon. Things Look Different Here.	None	Tokyo, Japan Taipei, Taiwan Seoul, S. Korea	Governor's Tourism Conference	March	Out-of-state: 800-547-7842 In-state: 800-543-8838 Yes

See "General Promotion — Table 2" for explanatory notes

State	Current Travel Promotion Theme or Slogan	Out-of-State Cities in Which Information Centers are Located	Foreign Cities or Countries in Which Travel Office is Represented	Official Name of Annual State Travel Conference	Month Conference Normally Held	Toll-Free Telephone Number for Travel Information Inquiries Advertising Toll-Free Number Same for General Inquiries?
PA	Pennsylvania: America Starts Here	None	None	None	N/A	800-VISIT PA* 800-237-4363** Yes
RI	America's First Resort	New York, NY*	Antwerp, Belgium	Governor's Conference on Tourism	May	Out-of-state: 800-556-2434 Yes
SC	Smiling Faces — Beautiful Places	None	Frankfurt, Germany London, England	South Carolina Governor's Conference on Travel	January or February	Yes* No
SD	Great Faces. Great Places.	None*	None	Governor's Tourism Conference	January	In-state:** 800-952-2217 Out-of-state: 800-843-1930 Yes
TN	Tennessee . . We're Playing Your Song	None	None	Governor's Conference on Tourism	September	Various* No
TX H&YS	Texas	None	None	Texas Travel Summit and Texas Travel Counselors Conference	September and April	* No
TX TOUR	Texas It's Like A Whole Other Country	None	Tokyo, Japan Mexico City, Mexico Frankfurt, Germany Taipei, Taiwan	Texas Travel Summit	September	800-888-8TEX No
UT	The Greatest Show on Earth Best of the West	None	Brussels, Belgium Tokyo, Japan Seoul, S. Korea Taipei, Taiwan	Tourism Section Governor's Conference on Economic Development	February	None
VT	Vermont. A Special World	New York, NY (co-shared)	None	Vermont Travel Conference	November	Used seasonally; not year round No
VA	Virginia Is For Lovers	Washington, D.C.	United Kingdom Germany France Japan	Governor's Travel & Tourism Conference	January	800-VISIT VA No
WA	To be announced Spring 1991	None	Tokyo, Japan London, England	Team Washington Tourism Conference	November	800-544-1800* No
WV	West Virginia A Welcome Change	None	None	WV Governor's Conference on Tourism	October	In/Out-of-State and Canada: 800-CALL WVA Yes
WI	Wisconsin, You're Among Friends	Chicago, IL	Frankfurt, Germany Tokyo, Japan	Governor's Conference on Tourism	February	800-372-2737* No
WY	Find Yourself in Wyoming	None	Frankfort, Germany Sydney, Australia London, England Tokyo, Japan	Wyoming Governor's Conference on Tourism	May	Out-of-state: 800-225-5996 Yes

See "General Promotion — Table 2" for explanatory notes

State	Explanatory Notes
AZ	*Recent legislation has authorized international trade offices to be implemented during FY 91. The Arizona Department of Commerce hopes to place offices in Mexico City, Toronto, and an unspecified city in Western Europe. The Arizona Office of Tourism will have representation for tourism promotion and awareness in each of the proposed cities. **The toll-free number initially will only appear in national television spots.
AR	*The Arkansas Industrial Development Commission has offices in Brussels, Belgium; Tokyo, Japan; and Taipei, Taiwan.
CA	*We endorse the Western Tourism Conference, sponsored by the Western Association of Convention & Visitors Bureaus.
CT	The toll-free number is now nationwide. Information also can be obtained by dialing (203)258-4290. Connecticut is a major participant in the annual (spring) New England Governors Conference Tourism Conference. Tourism Week includes the Annual Unity Dinner where the Governor presents Travel Achievement Awards. *We share the New England Vacation Center with the other New England states. Promotion efforts also include a tourism film, a state-wide slide show, the developing of regional tourism councils, a welcome center at Bradley International Airport, joint New England promotion under the auspices of New England Governors' Conference and a continuing effort to attract movie and television program production.
DC CVA	*Toll-free number for a brochure on hotels and attractions.
DC COMM	*A free brochure is available at visitor information centers from Ohio to DC and from southern Virginia to DC. **General inquiries are usually referred to our office number if the questions involve detailed information on visiting Washington, D.C. The toll-free number and/or coupon listed on the ads are to receive our free brochure. All specific questions are referred to our office number.
FL	*Out-of-state travel offices are full-time state offices staffed with Tourism Division employees. The London office has 2 employees, Toronto has 2 and the Latin American office in Coral Gables, FL has 3 employees.
GA	We conduct annual promotional Whistle Train Stops to the East Coast and the Midwest.
LA	*Both toll-free numbers are for out-of-state callers only.
ME	*Unlimited usage within the U.S. (except Maine). Also Puerto Rico, St. Thomas, St. Croix, and St. John.
MD	The toll-free number is for tourist inquiries only.
MA	Massachusetts is represented with other northeastern states in the New England Vacation Center. The London and Tokyo offices are shared with the other New England states.
MN	Minnesota uses toll-free telephone response services in Omaha, NE, and Grand Rapids, MN for TV and some print responses.
MS	*We have instituted an "Events Hotline" for Mississippi and contiguous states which provides weekly calendar of events information.
NH	The numbers for the state-owned Cannon and Sunapee Mountains are 800-552-1234 and 800-322-3300, respectively. The number for cross country skiing information is: 800-262-6660. *In cooperation with New England USA. **For ME, VT, CT, MA, RI, NY and parts of NJ only. This telephone, as well as a 24-hour taped toll number (603-224-2525) is currently used to give events of the week in New Hampshire. It gives status of the foliage statewide in autumn, and ski conditions are given in winter.
NC	Theme line: "The Promised Land." Toll-free number is accessible in the continental United States and Canada.
OH	A partially automated answering system has been added to expand operation services of the toll-free travel information number to 24 hours a day.
OK	*While the state still does not operate any out-of-state information offices, the Oklahoma Department of Commerce maintains offices in Japan, China, Singapore and India. **Telephones are manned 8:00 a.m. to 12:00 midnight on weekdays, 8:00 a.m. to 6:00 p.m. on weekends and holidays. All other calls are answered by an automated system.
PA	*For single copies of state travel guide only. **Bureau of Travel Marketing, Harrisburg, PA.
RI	*New York office operated cooperatively with New England states.
SC	*A toll-free number was used during the spring and fall TV and print campaign, and a "trade only" toll free number was activated in the Fall of 1989.
SD	*South Dakota maintains a special toll-free number for fishing and snow information. This nationwide number is 800-445-3474. ** We are now working on establishing a sales office in Europe.

GENERAL PROMOTION — TABLE 2

State	Explanatory Notes
TN	*Our advertising carries toll-free numbers contracted with a telemarketing service. Different numbers are used to enable source tracking. The numbers are for ad response only and not for general information inquiries.
TX HWYS	*The Travel and Information Division of the Texas Department of Highways and Public Transportation is instigating a 1-800 toll-free telephone number for travel information inquiries. The phone number is not available at this time but should be operational in 1991.
WA	*The toll-free telephone number is for requesting travel planning guide only; all other requests transmitted to travel office via electronic mail and/or referred to regular travel office phone number.
WV	Toll-free number is used for tourist information, state park reservations, and reservations with various private sector facilities.
WI	*Toll-free number covers Wisconsin and surrounding states of Minnesota, Michigan, Northern Illinois and Iowa. We also use a telemarketing service for advertising which provides national toll-free numbers.

State	Development of Package Tours Facilitated?	Package Tour Literature Distributed?	--Publish & Distribute Package Tour Catalog-- Done in 1989?	Planned for 1990?	No. of Tours	Conduct Fam Tours Related to Catalog Done in 1989?	Planned for 1990?	---Package Tour Development--- Budget Allocated?	Staff Member Assigned?	Additional Comments
AL	Yes	Yes	No	No		No	No	No	No	
AK DOT	No	No	No	No		Yes	Yes	Yes	No	These are for Japanese, Korean, Australian, and German speaking European markets.
AK ATMC	No	No	No	No		No	No	No	No	
AZ	Yes	Yes	Yes	Yes	16	Yes	Yes	Yes	Yes	
AR	Yes	No	No	No		No	No	No	No	*Specific tours are not outlined in the Group Tour Planners. Attractions, restaurants, lodging facilities are listed that accommodate motor coach tours. We also have Group Travel Planner, suggested itineraries, slides, video, color separation, loan program, escort cards, group leader joint mailings, and a toll-free number.
CA	Yes	No	Yes*	Yes	5	Yes	Yes	No	No	*The Office of Tourism publishes a 200 page booklet entitled, The California Travel Planning Guide - 1991, which includes vital information for travel agents and tour operators including several suggested itineraries. Also, a 48 page publication entitled Driving Tours which contains 20 suggested routes.
CO	Yes	No	No	Yes		No	Yes	Yes	Yes	A tour planning guide was published and distributed during 1989 that provides information necessary for developing package tours. A summer package brochure aimed at the travel agent market is planned for 1990.
CT	Yes	Yes	No	Yes		No	No	Yes	Yes	Customized itinerary planning; sales promotion materials - slides, photos, videos, brochures, posters, FAM tours
DE	Yes	Yes	No	No*		Yes	Yes	No	Yes	*The State is producing a group tour manual, itinerary, and promotional assistance.
DC CVA	Yes	No	No	No		No	No	No	No	
DC COMM	*	*	*	*		*	*	*	*	*Done by Washington, D.C. Convention & Visitor Association. The D.C. Committee to Promote Washington publishes a brochure that is distributed to 10,000 tour bus operators across the United States outlining available tour bus parking in D.C. It is free (up to 15 copies).
FL	Yes	Yes	No	Yes		N/A	No	Yes	Yes	The state office performs as the liaison between the tour operator and the Florida industry; therefore, providing ease and shortsteps to designing itineraries. One telephone number is dedicated to the senior marketing representative performing group leisure market activities. Florida has shell brochures for operators who meet certain guidelines.
GA	No	No	No	No		No	No	Yes	Yes	We have a booklet of 10 suggested travel itineraries that are distributed to tour operators and other interested parties; published in late 1987. Another service provided is local tour planning.
HI STO	No	No	No	No		No	No	No	No	

State	Development of Package Tours Facilitated?	Package Tour Literature Distributed?	—Publish & Distribute Package Tour Catalog— Done in 1989?	Planned for 1990?	No. of Tours	Conduct Fam Tours Related to Catalog Done in 1989?	Planned for 1990?	—Package Tour Development— Budget Allocated?	Staff Member Assigned?	Additional Comments
HI HVB	No	No	No	No		No	No	No	No	
ID	Yes	Yes	No	No		Yes	Yes	Yes	Yes	
IL	Yes	Yes	No	Yes		No	Yes	Yes	Yes	
IN	Yes	Yes	Yes	Yes		Yes	Yes	Yes	Yes	One of the functions of the Tourism Information and Promotion Fund is to assist package tours. The annual Lt. Governor's Conference has speakers which address the "how to" issues of packages. Other services provided include promoting Indiana, not-for-profit familiarization tours, and assisting in developing package promotion.
IA	Yes	Yes	Yes	Yes	16	No	Yes	Yes	Yes	Other group services include videos and itinerary assistance.
KS	Yes	Yes	Yes	Yes	6	No	Yes	Yes	Yes	
KY	Yes	Yes	Yes	Yes*	8	Yes	Yes	Yes	Yes	We conduct 4 to 5 FAM tours each year. Package tour catalog published biannually; used for 2 years. Colorfall driving tour catalog distributed to consumer and trade. Other services include A/V marketing aids, tourshells, itinerary development, and complete destination services. *Distributed, not published.
LA	Yes	Yes	No	No		No	No	No	No	The Office of Tourism does conduct FAM tours throughout the state 4-5 times a year.
ME	No	No	No	Yes		No	No	No	Yes	This office assists the industry with its own individual tour package development and provides appropriate material when requested. We offer liaison between incoming groups and state receptive operators, CVB's and tourism facilities, information brochures, maps, slides, and pictures for brochure development.
MD	Yes	Yes	Yes	Yes	43*	No	Yes	Yes	Yes	*The MD Office of Tourism Development markets and promotes package tours produced by Maryland's travel industry. OTD developed a direct mail piece listing package tours for the winter holidays targeted to groups; internationally OTD has produced the Maryland Menu which lists package tours directed to the international wholesaler group: 14 tours direct mail, 8 MD menu. Other group services include meetings and convention sales support to CVB's.
MA	Yes	Yes	No	No		Yes*	Yes	Yes	Yes	State package tour catalog was for travel agents only. *Group tour manual for group tour operators interested in visiting MA. Various other promotional items targeted for GTO's.
MI	No	No	No	No		No	No	No	No	
MN	Yes	Yes	No	No		Yes	Yes	Yes	Yes	Other group services include itinerary planning, group tour planning manual, familiarization tours, and color slides.
MS	Yes	Yes	No	Yes		No	No	No	Yes	

State	Development of Package Toures Facilitated?	Package Tour Literature Distributed?	--Publish & Distribute Package Tour Catalog-- Done in 1989?	Planned for 1990?	No. of Tours	Conduct Fam Toure Related to Catalog Done in 1989?	Planned for 1990?	---Package Tour Development--- Budget Allocated?	Staff Member Assigned?	Additional Comments
MO	Yes	No	Yes	Yes	varies	Yes	Yes	Yes	Yes	The State of Missouri provides a group tourplanner which lists (by region) attractions, accommodations and services. We do not, however, promote specific tours but are active in helping any and all group tour operators develop tours in state. We also offer videos, slides, co-op marketing to tour operators.
MT	Yes	Yes	No	No		No	No	No	No	We offer slides and black and white photos and familiarization tours. As a state travel promotion agency, we promote Montana as a tour destination. We do not have package tours; we assist tour operators as they package Montana tours. The "catalog" that Travel Montana prints and distributes is more accurately called a Group Tour Planning Guide - a resource for the tour planner.
NE	Yes	Yes	No	No		Yes	Yes	No	Yes	Our group tour manual has suggested tour itineraries - but no package tours.
NV	Yes	Yes	No	Yes		Yes	Yes	No	Yes	
NH	Yes	Yes	No	Yes		No	Yes	Yes	Yes	Progress is planned for the future. Other group services include sample itineraries.
NJ	Yes	Yes	No	No		No	No	Yes	Yes	Plans are to publish a tour package catalog in 1991 and to conduct 6 FAM tours.
NM	Yes	Yes	Yes	No	6	Yes	Yes	No	Yes	
NY	No*	No*	No	No		No	No	No	Yes	*Department published a tour planning guide (i.e., for operators who wish to develop tour packages of their own).
NC	No	No	No	Yes		Yes	Yes	Yes	Yes	
ND	Yes*	Yes	Yes	Yes	0	Yes	Yes	No	Yes	We offer trip planning assistance to operators and provide information and help for tour package development. We publish a group tour planning guide with suggested itineraries, escort notes, and complete listings of attractions, restaurants, and accommodations. *We promote group travel to North Dakota. However, we do not package tours per se.
OH	Yes	Yes*	No	Yes		No	Yes	Yes	Yes	We now offer 800 service for tour operators in need of Ohio information. The information is available over the telephone from our group tour specialist, or can be faxed to the tour operator. *Customized for specific requests.
OK	Yes	No	No	No	N/A	No	No	No	No	The state tourism office will assist in developing custom itineraries and will publish a tour catalog when appropriate tours are in place in sufficient quantity. An America's Heartland region catalog is being developed for the international market and will include Oklahoma in the itineraries.
OR	Yes	Yes*	No**	No				No	No	*We do not promote specific packages, but rather provide travel planners with suggested itineraries and routes, and offer trip planning assistance. In addition, our Group Tour Planner lists receptive operators for further information. **Group tour manual only.

State	Development of Package Tours Facilitated?	Package Tour Literature Distributed?	--Publish & Distribute Package Tour Catalog-- Done in 1989?	Planned for 1990?	No. of Tours	Conduct Fam Tours Related to Catalog Done in 1989?	Planned for 1990?	---Package Tour Development--- Budget Allocated?	Staff Member Assigned?	Additional Comments
PA	No	No	No	No		No	No	No	No	Many of state's 54 tourism promotion agencies publish destination specific group tour manuals.
RI	Yes	Yes	No	No		Yes	Y	Yes	Yes	We offer itinerary development, slides, FAMs, and tour planner.
SC	Yes	No	No	No		No	No	No	No	
SD	Yes	Yes	Yes	Yes	4	Yes	Yes	Yes	Yes	
TN	Yes	No	No	No		No	No	Yes	Yes	The Dept. publishes a tour planning guide with suggested itineraries and other collateral material to assist tour planners. A co-op advertising program is available to tour operators to promote packages.
TX TOUR	No	No	No	Yes	14	Yes	Yes	Yes	Yes	Other group services include tour shells, sample itineraries, videos, and itinerary planning.
UT	No	Yes	Yes	Yes	135	No	No	No	No	
VT	Yes	Yes	No	No		No	No	No	No	
VA	Yes	Yes	No	No		No	No	No	Yes	A group tour and travel director is published and made available to the professional tour planner. An additional publication offered is a Package Plan Directory which is a compilation of FIT hotel packages, commisionable to retail travel agents. Approximately 60 pages and 100 packages.
WA	Yes	Yes	No	No		No	No	Yes	Yes	We publish a Tour Planning Guide designed to assist tour operators in creating their own packages. We also operate FAM tours - but not necessarily oriented around specific packages.
WV	Yes	Yes	No	Yes		Yes	Yes	Yes	Yes	Step on Guide Service, literature, video & slide presentations.
WI	Yes	Yes	Yes	Yes	23	No	No	Yes	Yes	Wisconsin produces a group travel planner. Circle Wisconsin, a private nonprofit marketing group, provides familiarization tours. We also work closely with the Wisconsin Association of Convention and Visitor Bureaus.
WY	Yes	Yes	Yes	Yes	350	Yes	Yes	Yes	No	We publish a group tour and convention planner manual listing the State's facilities geared toward group travel.

State	Name of Public Relations or Press Information Officer	Percent of Publicity Directed Out-of-State	Name of Published Newsletter	Frequency Newsletter Published	Number of State Tours Given for Press or Travel Writers in 1989	Number of Press or Travel Writers Taken on These Tours in 1989
AL	Ami Simpson Communications Division Supervisor	75%	Alabama Travelgram	Quarterly	3*	14
AK DOT	Phyllice Bradner Publications Specialist	100%	Alaska Travel Today	Quarterly	15	152
AK ATMC	James Wright Marketing Coordinator	100%			10	50
AZ	Marjorie Magnusson Public Information Manager	60%	Arizona Directions	Quarterly	25	95
AR	Tyler Hardeman Editorial Director	50%	Arkansas: The Natural State News	Quarterly	4	12
CA	Fred Sater Media Relations Manager	60%	Insights	Biannually	8	80
CO	Deborah Milo Director of Public Relations	85%	Board Bulletin	Monthly	5	54
CT	Barbara Beeching Public Information Officer	70%	ClassicConnecticut Travel Notes	3 Times Per Year	6	25
DE	None*	85%	Tourism Industry News	Quarterly	18	50
DC CVA	Thomas Murphy Tourism Promotion Manager	100%	Communicator	Bi-monthly	8	
DC COMM	Tom Collier Manager, Golden Washingtonian	95%*	N/A	N/A	N/A	N/A
FL	Sally Lane Domestic Public Relations Rosetta Land International Publicity	98%	None	N/A	7	98
GA	Hanna Ledford Deputy Commissioner for Tourism	0%	Tourism Talk...	Monthly	20-25	80
HI STO	Norman Reyes		None	N/A		
HI HVB	Ray Milici Vice President Communications	90%	Hawaiian Beat	Monthly	2	13
ID	Georgia Smith Public Information Officer	85%	Idaho Travel Council Newsletter	Bi-monthly	12	80
IL	Lynda Simon Deputy Director	50%	Tourism News	Quarterly	35	250
IN	Flory Fleck Public Relations and Sports Promotion	90%	In Travel Notes	Monthly	2	15

See "Press & Public Relations — Table 2" for explanatory notes

PRESS AND PUBLIC RELATIONS — TABLE 1

State	Name of Public Relations or Press Information Officer	Percent of Publicity Directed Out-of-State	Name of Published Newsletter	Frequency Newsletter Published	Number of State Tours Given for Press or Travel Writers in 1989	Number of Press or Travel Writers Taken on These Tours in 1989
IA	Kathy Bowermaster Marketing Manager	90%	The Traveler	6 Times per Year	2	20
KS	Charlene Wilson Public Information Officer	80%	Travel and Tourism Monthly	Monthly	1	7
KY	Tim Culver Public Relations Coordinator	70%	Kentucky Tourism Federation Newsletter* The Uncommon Denominator**	Quarterly Monthly	1	4
LA	Charley Fisher Mary Perraut Communication Specialists	100%	Travel Journal	Bi-Monthly	6	36
ME	John Johnson Senior Tourism Specialist	80%	Maine Tourism Review	Quarterly	5	16
MD	Fran Severn Information Officer	75%	Maryland Travelgram	Monthly	5	12
MA	Ashley McCown Marketing Communications Manager	85%	The Spirit Messenger	Bi-monthly	15	28
MI	Sue Wagner Director Press and Legislative Unit	50%	Travel Michigan MI Insider	Monthly Quarterly	15	17
MN	Steve Markuson Manager of Advertising and Public Relations	40%	Minnesota Travel Minute	Every 3 weeks	22	210
MS	Vacant	100%	MS Tourism Update	Monthly	3	N/A
MO	Steve Kappler Public Information Officer	20%	Missouri Newsletter	Monthly	2	30
MT	Mona Kolka Public Relations Coordinator	100%	Fresh Ideas	Quarterly	8	40*
NE	Mary Emanuel Development Consultant	95%	Nebraska Economic Developments	Monthly	2	10
NV	Richard Moreno Advertising and Public Relations Director	90%	—	Quarterly	5	35
NH	Ann Kennard OVT Publicity Film Bureau Director	75%	Office of Vacation Travel Newsline	Quarterly	6	60
NJ	Mara Litman Manager, Public Relations	70%	Travelgram	Monthly	4	96

See "Press & Public Relations — Table 2" for explanatory notes

State	Name of Public Relations or Press Information Officer	Percent of Publicity Directed Out-of-State	Name of Published Newsletter	Frequency Newsletter Published	Number of State Tours Given for Press or Travel Writers in 1989	Number of Press or Travel Writers Taken on These Tours in 1989
NH	Mike Pitel Travel Writer/ Editor	90%	None*		8	44
NY	Bern Rotman Director, Bureau of Communications	±50%	Horizons	Bi-monthly	15	40
NC	Rebecca Moore Director, Travel Media Development	85%	North Carolina Travel Report	Quarterly	2	24
ND	Tracy Potter Publications Coordinator	80%	Inside Tourism	10 Times Per Year	15	40
OH	Tim Moore Public Relations Manager	40%	The Buckeye Line	Quarterly	8	9
OK	Sandy Pantlik Advertising/ Promotions Manager	50%	Inside Oklahoma	Bi-monthly	2	25
OR	Kathy Dimond Economic Development Susan Blackholm Tourism Division	30%	Oregon Developments	Bi-monthly	8	75
PA	Sam Rogers Elkman Public Relations	85%	Travel Industry Newsletter	Quarterly	1	35
RI	Caren Corso Director of Public Relations	85%	Ocean Currents	Quarterly	24	75
SC	Cherie Had Manager of National News & Information	50%	South Carolina Travel Talk	Quarterly	15	20
SD	Jan Clark Editor Daria Bigler Public Relations	80%	Travel News	Monthly	None*	105
TN	Don Wick Director of Information Services	50-60%	Tennessee Tourism News	Bi-monthly	3	30
TX WYS	Richard Roberts Editor, Tourist Literature	N/A	Texas Travel Log	Monthly	N/A	N/A
TX TOUR	Michael Murphy Chief of Media Relations	50%	"Results"*	Monthly	20	87
UT	Joe Rutherford Public Relations Director	34%	Utah Traveler	Quarterly	6	41
VT	John Cashman Information Officer	90%	Vermont Traveler	Periodically	3	15

See "Press & Public Relations — Table 2" for explanatory notes

State	Name of Public Relations or Press Information Officer	Percent of Publicity Directed Out-of-State	Name of Published Newsletter	Frequency Newsletter Published	Number of State Tours Given for Press or Travel Writers in 1989	Number of Press or Travel Writers Taken on These Tours in 1989
VA	Martha Steger Director of Public Relations	30%	Virginia*	Bi-monthly	None**	58
WA	Tom Stilz Travel Media Specialist	50%	None*		8	18
WV	Cindy Harrington Public Relations Director	85%	None		4	35
WI	Gary Knowles Director, Bureau of Communications	30%	Wisconsin, You're Among Friends	10 Times Per Year	2	10
WY	Linda Sauer Public Relations Manager Chuck Coon Public Information Officer	80%			9	80

See "Press & Public Relations -- Table 2" for explanatory notes

State	Explanatory Notes
AL	*These were individual tours for individual writers. The exclusive goal of this bureau is the full and complete development of the state's tourism industry, so that Alabamians may realize the full potential of tourism's contribution to the state's economy.
AK DOT	The Division is currently involved in planning a celebration to be held in 199- which will commemorate the 50th anniversary of the completion of the Alaska Highway.
CA	Office coordinates FAM tours for individual and group media upon request.
CO	Research and itinerary planning assistance for writers and producers is also provided by the public relations department. Slide and video library resource is also available.
CT	*We have initiated a new campaign to attract minority tourists and held two FAM tours for writers from Black magazines.
DE	We bring in travel writers individually for the most part. *Public relations officer position covered by different staff.
DC COMM	Our Special Events Program and Golden Washingtonian program does significant public relations locally to promote all the free annual festivals in D.C., and the discount program for senior citizens.
FL	Publicity sections are involved* in media familiarization tours, media development missions, special sections and collateral productions and assistance which includes feature story production and itinerary development. Domestic Public Relations has recently evolved to handle industry activities such as the Annual Governor's Conference on Tourism and the Florida Columbus Hemispheric Commission, and also coordinate photography and audio/visual programs. Publicity Section (Int'l) coordinates media research and professional tours, media development missions, press receptions and conferences and also provides assistance with editorial production and itinerary development for journalists worldwide.
GA	We participate in, but do not sponsor, the Georgia Governor's Tourism Conference.
KS	Individual tour operators/travel writers were given tours on an "as needed."
KY	We are concentrating our time on arranging itineraries for individual research trips rather than organizing press trips. *Our agency provides a section of the information in this newsletter, but we do not actually publish it. **Our agency publishes this newsletter monthly.
ME	*Maine does custom tours for scores of individual journalists through NEUSA. Organized group familiarization tours are conducted for travel agents, tour operators and meeting planners.
MD	Most of our current (1988) requests for travel information via slides, pictures, and travel features came from out-of-state media. We initiated an in-state program to attract in-state coverage.
MD	As budget allows, the Division of Tourism is expanding its press and public relations staff and services.
MT	State provides contacts and some financial support for regional press trips.
NH	This office makes arrangements for groups to tour in cooperation with New England USA. Also, hosted Freelance Council of Society of American Travel Writers.
NM	*Tourism information is published in Economic Development and Tourism Department's newsletter, not in a separate tourism newsletter.
NY	We retain public relations firms in New York and London. An extensive collateral program is produced in-house. The Department issues frequent I LOVE NEW YORK press releases, highlighting current developments, programs and travel activity reports. Tours for individual writers are often arranged/conducted by regional offices on an informal basis. We have had great success with individual press/writers' tours and will continue the established procedure.
NC	Publicity done in-state consists of PSA spots on TV and radio and news releases.
OH	Doing only individual press FAMs this year.
OK	Media support of department programs is continuing to expand. In addition to a successful N.S.C.A. program with the Oklahoma Association of Broadcasters, the department has implemented programs with the Oklahoma Association of Outdoor Advertisers and the Oklahoma Press Association, as well as a corporate logo program with the private sector. Feature stories and appropriate news releases are sent out on a weekly basis.
OR	The agency (Economic Development) is adding a public relations position to handle all out-of-state press relations.
PA	Elkman Advertising also assists in public relations activity.
SC	This section has a policy of not hosting large group FAM trips for travel writers.
SD	*South Dakota has one-on-one hostings instead of group tours. A key effort of South Dakota tourism is hosting outdoor and travel writers, AAA counselors, tour operators; a new emphasis is being placed on conventions and film production companies.

State	Explanatory Notes
TN	In addition to standard news releases, the Tennessee Department of Tourist Development also produces a weekly camera-ready article concerning an area, attraction, city or event. These articles are designed primarily for newspaper use.
UT	The Travel Council also hosted 9 travel writers who visited individually in 1989.
VA	*Two newspapers were begun in 1990 - Virginia Travel Trends (quarterly) and Travel Marketing Tips (monthly). **The Division only does individually tailored itineraries for media, with the exception of some international media in groups.
WA	Emphasis on providing resource information; production and loan of photography; development and distribution of feature stories; creating press kits and designing itineraries for travel writers; and consultation and facilitation with in-state tourism organizations and associations on the development of effective public relations activities. *Space allotted for Tourism news in department-wide quarterly newsletter Team Washington, News.
WY	*Domestic familiarization tours equal 50% of total. International press tours equal 50%.

State	Research Function Housed in Travel Division? Staff Member Responsible for Travel Research	Is This His/Her Full-Time Responsibility?	Who Conducted the Following Research Studies Done in 1989-90 and (Associated Cost)?				
			Economic Impact	Advertising Effectiveness	Consumer Attitude/ Image/Awareness	Visitor Profile	Other Research
AL	No None	No	Davidson-Peterson Assoc., Inc. ($34,000)				
AK DOT	No Pete Carlson Development Specialist	No				The McDowell Group ($764,000)*	No
AK ATMC	No Bob Miller Executive Director	No		GMA Research ($63,000)	Davidson-Peterson ($75,000)	The McDowell Group ($764,000)*	No
AZ	Yes Eileen Mahoney Tourism Research Manager	Yes	Northern Arizona University	Taylor Advertising	Taylor Advertising	Northern Arizona University	Yes*
AR	Yes Charles McLemore Director of Research & Information Services	No	In-house	In-house			No
CA	No Donald Perry Deputy Director, Office of Economic Research	No	Dean Runyan Assoc. ($30,000)				No
CO	Yes Don Merrion Research Manager	Yes	NFO Research, Inc. ($20,000)*	Longwoods International, Inc. (**)	Longwoods International, Inc. (**)	Longwoods International, Inc. (**)	Yes***
CT	Yes Barnett Laschever Director of Tourism	No	U of Wisconsin - Parkside ($10,000)**	Laschever and Davenport			Yes*
DE	Yes Catherine Wheeler Director	No	*				Yes**
DC CVA	Yes Marie Levin Tibor Director of Tourism	No					No
DC OEPM	N/A						
FL	Yes Barry Pitegoff Tourism Research Administrator	Yes			Penn & Schoen Associates, Inc. ($74,500)*	Mar's Surveys ($55,000) Bordner Research, Inc. ($47,856) Bradenton Data, Inc. ($5,459)	No
GA	No Hanna Ledford Deputy Commissioner	No					No
MI	Greg Barbour Tourism Research & Planning Coordinator	Yes					Yes*

See "Research — Table 2" for other research and explanatory notes

State	Research Function Housed in Travel Division? Staff Member Responsible for Travel Research	Is This His/Her Full-Time Responsibility?	Who Conducted the Following Research Studies Done in 1989-90 and (Associated Cost)?				
			Economic Impact	Advertising Effectiveness	Consumer Attitude/ Image/Awareness	Visitor Profile	Other Research
HI HVB	Joseph Collins VP, Market Research	Yes					Yes*
ID	Yes Patty Bond Marketing Manager	No		Patty Bond ($2,400)	MARCEPT, Inc. ($28,000)		No
IL	No Michael Bowling Senior Research Economist	Yes	Dept. of Commerce & Community Affairs	National Family Opinion; McConnaughy, Barocci, Brown ($20,750)	Richard Doub and Associates ($10,000)	National Family Opinion ($19,500)	Yes*
IN	Yes Vacant	No	Economic Research Associates ($25,000)	Leisure Research Institute			No
IA	Yes Nancy Landess Marketing Manager	No	USTDC ($18,325)	Telecom. USA ($13,000)	Longwoods Int'l. Inc. ($30,000)	Welcome Centers (N/A)	No
KS	No None*	N/A			Economic Research Assocs. ($100,000)		Yes**
KY	Yes Barbara F. Atwood Research Branch Manager	No	In-house	In-house	Longwoods Int'l. $64,000)	In-house	N/A
LA	Yes Mark Northington Research Director	Yes	USTDC ($17,000)			USTDC ($26,000)	Yes*
ME	Yes Judy Bark Research Manager	No	USTDC ($25,000)				No
MD	No Lucenia Jenkins Manager of In-State Programs	No					No
MA	Yes Mark McDermott Research Coordinator	No	USTDC & In-house ($24,000)			USTDC & In-house ($24,000)	No
MI	Yes David Morris Research Manager	No		Penn & Schoen Associates ($41,830)	Penn & Schoen Associates ($17,000)		Yes*
MN	Yes Linda Limback Manager, Research and Computer Services	No	USTTC ($20,000)	In-house ($5,000)	In-house	In-house Research firm College/Univ. Ad agency	Yes*
MS	No Lynda Fenton Associate Director for Research and Information Systems	No	Davidson-Peterson Assoc.	Davidson-Peterson Assoc.	Davidson-Peterson Assoc.	Davidson-Peterson Assoc.	Yes*

See "Research — Table 2" for other research and explanatory notes

State	Research function Housed in Travel Division? Staff Member Responsible for Travel Research	Is This His/Her Full-Time Responsibility?	Who Conducted the Following Research Studies Done in 1989-90 and (Associated Cost)?				
			Economic Impact	Advertising Effectiveness	Consumer Attitude/ Image/Awareness	Visitor Profile	Other Research
MO	Yes Robert Hain Administrative Manager	No		Ad agency ($4,700)	Research firm ($128,000)	Research firm ($13,900)	Yes *
MT	No Sandra Guedes Travel Director	No	Institute for Tourism and Recreation ($36,000)	Institute for Tourism and Recreation ($10,000)	Institute for Tourism and Recreation ($50,000)		Yes*
NE	No Tom Doering Deputy Director, Division of Tourism	No		In-house ($3,000)	Wirth Research Assoc. ($8,000)	Kearney State College ($30,000)	Yes*
NV	Yes Richard Moreno Advertising/Public Relations Director	No		R & R Advertising ($40,000)			No
NH	No Chris Jennings Director	No	University of New Hampshire ($7,000)		University of New Hampshire ($7,000)		Yes*
NJ	Yes Vacant	Yes	Opinion Research Corp. ($60,300)			USTDC ($21,400)	No
NM	Yes Pam Hansen Marketing Specialist	Yes	College/Univ. (*)			College/Univ. (*)	Yes*
NY	No Craig Wakefield Principal Tourism Analyst	Yes	In-house	Penn & Schoen Assoc., Inc., Diversified Research (*)	Penn & Schoen Assoc. Inc., Diversified Research (*)	NPO Research, Inc. ($38,000)	Yes**
NC	No Richard Trammell Executive Director	No	USTDC	NC State Univ.	NC State Univ.	NC State Univ.	Yes*
ND	Yes Bonnie Barsness Director of Research	Yes	Intra (*)		GLNess Agency ($12,000)	Intra (*)	Yes**
OH	No Gene Matheny Acting Travel Director	No	Ohio Tourism Development Corp.	Hameroff, Milenthal, Spence			Yes*
OK	Yes Ruth Ann York Statistical Analyst	Yes	USTDC ($14,500)	David-Peterson, NY ($52,000)		Ruth Ann York Marketing Services Div. OTRD ($5,000)	Yes*
OR	No Julie Curtis Acting Director	No	Dean Runyan ($13,000)	Image Analysis ($13,500)			Yes*
PA	No Keith Gingrich Matching Funds Coordinator	No	USTDC ($14,000)	The Melior Group ($101,600)	The Melior Group ($45,000)		No

See "Research — Table 2" for other research and explanatory notes

RESEARCH — TABLE 1

State	Research Function Housed in Travel Division? Staff Member Responsible for Travel Research	Is This His/Her Full-Time Responsibility?	Who Conducted the Following Research Studies Done in 1989-90 and (Associated Cost)?				
			Economic Impact	Advertising Effectiveness	Consumer Attitude/ Image/Awareness	Visitor Profile	Other Research
RI	No Vincent Harrington Research Assistant	No	College/univ. ($25,000)	Advertising Agency			No
SC	Yes* Julie Flowers Statistical Administrator Peggy Smith Assistant Director	Yes			Leslie Advertising Co. ($22,000)	Longwoods Travel ($30,000)	No
SD	Yes Dee Dee Raap Operations Manager	No	University of South Dakota School of Business	Lawrence & Schiller Advertising	Grant & Associates		No
TN	Yes Peggy Harding Research Analyst	Yes	USTDC ($26,125)		Longwoods Int'l.	Welcome Centers ($9,650)	Yes*
TX HWYS	Yes Milton Meharg Director, Travel Services Section	No				Texas A&M & In-house	No
TX TOUR	No Darren Rudloff Tourism Research Coordinator	Yes	USTDC ($31,750)	Telesurveys of Texas ($21,144)	ProMark Professional Marketing Services ($45,000)		Yes*
UT	None		Research Firm ($10,000)	Advertising Agency ($9,700)			No
VT	No George Donovan Research Analyst	No	In-house	Tuckaway Tele-marketing ($5,400)			No
VA	Yes Mark V. Brown Research Manager	Yes	USTDC ($25,000)	Southeastern Institute of Research ($10,900)		Southeastern Institute of Research ($18,500)	Yes*
WA	Yes David Tanner Research Analyst	Yes			The Gilmore Research Group (*)	The Gilmore Research Group (*)	Yes**
WV	None		West Virginia University ($20,000)	Fahlgren Martin ($5,000)	Fahlgren Martin ($5,000)	Market Vision Research ($20,000)	No
WI	No Romy Snyder Director of Marketing	No	Davidson/Peterson ($150,000)				No
WY	No Gene Bryan Director	No	David/Peterson* ($60,000)		Message Factors Inc. ($13,684)		No

See "Research — Table 2" for other research and explanatory notes

State	Description of Ongoing Travel Data Gathering Projects	Major Problem(s) Facing Tourism Development in the State	Does State Have a Travel Development Plan and/or Policy Statement?	Additional Comments
AL	Lodgings tax revenue tracked on a monthly basis, and the eight state welcome centers keep monthly traffic and reservation totals.	Complicated motorcoach registration and enforcement process discourages group travel bookings. Need aggressive recruitment of tourism developers.	No	
AK DOT	An on-going Visitor Statistics Program provides continuous data on visitor volumes, arrival modes, demographics, expenditures, opinions, and purpose of travel. This research is supplemented by media advertising conversion studies, geographic response analysis, market segmentation research, and collateral effectiveness research.	High transportation costs, competition from foreign destinations caused by favorable exchange rates, misperceptions concerning Alaska as a destination with broad appeal.	Yes**	*Joint DOT and ATMC three year project. **Five year strategic plan.
AZ	Report covers number of tourists coming to Arizona on a quarterly basis and their expenditures. Monthly report on "bed tax" collections by cities and state. Monthly report on airport arrivals and visitors to major national parks	None	No	*Northern Arizona University/ Arizona State University/CIC Research Visitor Profile Study - in data collection stage.
AR	Tourist Information Center (TIC) Survey of every 25th travel party registered at each TIC. Monthly barometer of tourism related indicators.	Education of the people in general to the economic importance of tourism in relation to the smokestack industries.		
CA	Data on the economic impact of travel and the number and characteristics of visitors to California.	None	Yes*	*California Tourism Policy Act Annual marketing plans
CO	Summer tourism barometer; quarterly visitation, expenditures and market share tracking (conducted by NFO Research Inc.); inquiry analysis; copy testing (conducted by Viewfacts, Inc.); and tourism promotion tax analysis.	Increased competition from other states; national economic slowdown; drought; image problems among U.S. touring vacationers; limited promotional budget.	Yes	*Part of broader study that also examined visitation and market share. **All part of same study ($75,000). ***Travel Barriers Study, Longwoods International, Inc. ($90,000).
CT	We keep a count of visitor volume at our welcome centers, both hourly and by category of questions asked. We are also surveying leading vacation destinations. We keep records of WATS line calls. Attendance Barometer samples 35 key indicators. Lotus used for determining comparisons with earlier years.	Cuts in state tourism budget.	Yes	*Sample Intercept of 4 Facilities, Univ. of Wisc. ($4,000)**. **Paid for by CT Tourism Association - no State funds.
DE	Travel Barometer; Group Tour Preparedness and Interest Survey of Industry In-state; database collecting.	Splintered, factionalized travel industry; balance of tourism growth and environmental concerns, especially in resort areas; inadequate labor supply; small tax base; and weakening economy.	No***	*Used USTDC Survey of State Survey of Travel Offices Economic Impact **Travel Barometer, Univ. of DE ($20,000); Tourism Development Study, Price Waterhouse ($130,000) ***FY90 Tourism Development Plan being done by Price Waterhouse
DC CVA	Limited research with the US Travel Data Center and contract with GA Partners / Arthur Anderson to analyze economic impact data and better segment existing visitor markets.		No	
DC COMM	Tracking of all inquires by state and publication, and by phone call or by coupon; done by Advertising Assistant Program Manager.		Yes	Work with Washington, D.C. Convention and Visitor Assoc.
FL	Our ongoing travel research monitors the magnitude and characteristics of Florida's visitors. We also commission special marketing research studies which explore ways to increase Florida's tourism.	Budget adequacy, fiscal conditions, competition, and economic climate.	Yes	*Split between the Division ($54,700) and Broward County ($19,800).

RESEARCH — TABLE 2

State	Description of Ongoing Travel Data Gathering Projects	Major Problem(s) Facing Tourism Development in the State	Does State Have a Travel Development Plan and/or Policy Statement?	Additional Comments
GA	We monitor welcome center visits, traffic counts at selected stations, attraction attendance, travel industry sales receipts and tax revenues generated by travel.	Budgetary limitations with regard to, visitor information center maintenance, advertising, tour development and field representatives.	Yes	
HI STO	Visitor Impact Management System: Includes collection of survey data, position papers from interest groups, and content analysis of relevant printed material. Purpose is to more systematically ascertain perceived impacts of tourism development in order to provide guidance for future planning and policy formation.	Managing market mix, labor shortage, strains on infrastructure, and environmental and heritage preservation.	Yes	Planning framework includes the Hawaii State Plan, Tourism Strategic Plan, and State Tourism Functional Plan. All are revised on a periodic basis. *Competitive Destination Study, Arthur Young International ($75,000).
HI HVB	Basic Data Surveys: inflight passenger information forms distributed to incoming passengers from USA, Canada and Japan. Visitor Opinion Surveys: mail out questionnaires soliciting satisfaction information, socio-economic profile and trip planning data of American and Japanese visitors.	Reconciling need for additional employment & economic opportunity in Hawaii with local residents' desires & aspirations concerning lifestyle/quality of life in Hawaii. Also, problems exist related to the impact of energy supplies and cost on distant price-sensitive markets.		
ID	Interest/demographic segmentation; travel expenditure data/travel and decision making/travel origin/economic impact.	Conflict with other resource based economy within the State agriculture, Forestry and cattle grazing and fear that tourism will displace these jobs and existing lifestyle.	Yes	
IL	Origin and destination of pleasure travelers; attendance at top attractions, public lands, historic sites, special events; hotel/motel tax receipts; vehicle miles of travel; air passengers at O'Hare convention bureau activities; hotel/motel occupancy; welcome center data; motorcoach tour information.	Maintaining travel infrastructure (highways, airports, etc.); developing travel facilities in rural areas; improving weak travel image; attracting overseas visitors.		*City and Touring Vacations Study, Longwoods Travel USA ($30,000) and Copytesting Research Viewfacts, Inc. ($33,000).
IN	Developing a quarterly index of travel indicators and participating in NFO data project.	Availability of financing for infrastructure structure and development projects; need for stronger statewide private sector organization, and funding.		
IA	Interview surveys are conducted at welcome centers asking for origin, destination, party size, spending, etc. An attendance barometer of selected attractions is compiled.	Market research indicates Iowa has no image in the tourism marketplace. No state aid is available. There is a lack of adequate private funding sources.	Yes	
KS	We conduct surveys at Visitor Centers and survey the results of out-of-state advertising campaigns. Each "Linger Longer" packet contains a questionnaire.	Lack of adequate, ongoing funding.	Yes	We are conducting a comprehensive market research study in FY90-91. *No formal research done in-house. **Linger Longer Program Participants Vision, Inc. ($15,000).
KY	Field survey of travel businesses; toll-free telephone system; mail information system; follow-up interviews with respondents to advertising; travel barometer (monthly and quarterly) of sample of travel businesses; and local marketing/economic impact studies.	Lack of capital for use in underdeveloped areas of the state.	Yes	
LA	We conduct visitor surveys and visitor counts at information centers. We monitor results of our advertising efforts. We conduct a travel barometer by season and maintain a data base on visitation.	Recognition for tourism as a major factor of the state's economy.	Yes	Additional promotion dollars will bring more demand for accountability on how effective the dollars were spent. *Travel USA (data purchase only) ($15,000).
ME	Economic impact data is collected quarterly on both state and sub-state levels.		No	

State	Description of Ongoing Travel Data Gathering Projects	Major Problem(s) Facing Tourism Development in the State	Does State Have a Travel Development Plan and/or Policy Statement?	Additional Comments
MD	N/A	Lack of education on the part of the private sector and the legislature as to the importance and value of tourism to the economy of the state. Tourism is not a legislative priority, although more funds were received this year than ever before. Also, national economy, energy costs, competitive pressures, industry cohesiveness, budget defense, lack of sufficient research, etc.	No	The Office of Tourism Development uses the Department of Economic & Employment Development's Office of Research for travel research projects. Other ongoing data gathering projects include info centers visitor counts & demographic data.
MA	We conduct three seasonal barometers each year collecting visitor/traffic counts from selected attractions/ sources and comparing numbers on an annual basis.	Need to spread growth of tourism's benefits to all areas of state. Need to support shorter season/winter business. Need to keep balance between development/ environment in relation to tourism growth. Unpredictable source of funding for state tourism agency.	No	
MI	Michigan Travel Activity Monitoring System - ongoing data collection and analysis of secondary travel activity indicators. Continuing analysis of inquiries for travel information.	Competition from other states and Canada.		*Focus Groups, Penn & Schoen Associates, ($18,000).
MN	Quarterly and annual sales at lodging places (from MN Dept. of Revenue) and city lodgings tax receipts for communities which impose this tax. Also, attendance, lodging tax, market share, inquiry generation counts, and customer satisfaction.	Capital needs for small business, as well as more sophisticated marketing resources and advertising programs at the local and regional level. Also, weather, fall in discretionary income, and fish advisory warnings.	Yes	*Winter Advertising/Marketing.
MS	Welcome center visitor surveys include visitor demographics, impressions of state, purpose of trip, repeat visit assessments, etc.	Lack of major attractions/destinations; lack of significant promotion dollars; lack of leadership in industry among elected officials.	No	Major research project currently in progress consisting of four components: 1) growth model; 2) non-visitor study; 3) conversion study; 4) economic impact study.
MO	We survey travel parties visiting our welcome centers. This is done on forms which can be read by computer, and printouts are generated monthly.	The Division of Tourism's budget, although increasing, continues to lag behind the national average for state travel offices. A more competitive budget remains our primary need.		*A Travel Barometer, Travel Intercept Study, and Tour Operator Research Study were conducted by an advertising agency ($63,800).
MT	Data is collected through attendance barometers, airline arrivals, advertising inquiries, highway traffic counts, and tax reviews.	Lack of market awareness, lack of low-cost transportation, distance from major population centers.	Yes	Beginning in 1987, the state legislature mandates as part of a new 4% accommodations tax that a tourism research institute be established at the University of Montana. The institute receives 2.5% of the total tax collections annually or approximately $125,000 per year. The Institute Director is: Steve McCool, Institute for Tourism Research, U. of MT, Missoula, MT 59812. *Institute for Tourism and Recreation Research ($11,000).
NE	Attraction attendance figures are compiled annually and monthly during the summer for selected representative sites. Monthly highway traffic counts are obtained, as are state and county lodging tax revenues. Every six months, analyses are undertaken of the origins and generators of requests for travel information. Occupancy rates are gathered during the summer each month from a sample of Nebraska hotels and motels, and data is gathered biannually for the Nebraska Hotel-Motel Directory.	Lack of awareness of Nebraska attractions and events among both residents and non-residents, and insufficient public funds to assist tourism facility development.	No	*Summer Tourism Monitoring (in-house ($1,000).
NV	Use research of Las Vegas Convention Authority, Reno Convention Authority and other state departments. Economic impact of rural tourism in Nevada.	More competition in gaming and tourism in general.	Yes	

State	Description of Ongoing Travel Data Gathering Projects	Major Problem(s) Facing Tourism Development in the State	Does State Have a Travel Development Plan and/or Policy Statement?	Additional Comments
NH	For 1990: Economic Impact Study; Travel Barometer; Conversion Rate Study; Advertising Effectiveness Study; and Matching Grants Evaluations.	Lack of mass transportation; New Hampshire is an auto-dependent state; expanded growth and development; and lack of umbrella organization to speak with one voice.	Yes	*Marketing Grants Evaluations, Univ. of NH ($6,001).
NJ	Division of Economic Research compiles employment figures by county. Plans for 1991 include: Economic Impact Study; Advertising Effectiveness Studies; Conversion Study; and Traveler Profile.	Lack of tourism marketing funds available to local and regional tourism organizations. Better educated industry and public as to the benefits of travel and tourism for their area.	Yes	
NM	Counts are made of traffic on selected highways; out of state passenger cars, visitors to national and state parks and monuments, selected attractions and welcome centers.	Lack of coordination and communication between and among industry groups and planning entities.	Yes	Monthly reports are made by mail and phone inquiries. These are broken down by ad or travel story which stimulated the inquiry. *Conversion study conducted by a college/university in combination with economic impact study and visitor profile study ($6,500).
NY	A "Travel Activity Index" composed of VMT, thruway traffic, hotel/motel occupancy, etc, is compiled by Division of Research & Statistics. Other research includes annual Advertising Effectiveness/Market Share Survey; seasonal surveys of travel industry aspects; annual hotel occupancy; Summer occupancy and attendance surveys (Upstate Summer Travel Activity Index); Monthly Tourism Activity Data Base; Quarterly Pleasure Travel Analyses; annual study of overseas travel; annual analysis of Canadian travel to New York.	Fragmented industry, competition from other travel destinations, high cost of capital (interest rates), inadequate staff levels, lack of interindustry/interregional coordination and cooperation, inability to adjust to changes in consumer markets and tastes, declines in promotion efforts, labor shortages; 40% reduction in New York State tourism promotion/advertising budget.	Yes	Slowly, travel and tourism development has begun to become an accepted component of economic development, but more work (education) needs to be done. *Consultants ($105,000) and in-house ($3,000) for both projects together. **A variety of travel research studies conducted under the matching funds program ($28,000).
NC	Lodging trends, attractions attendance, and retail sales. Barometers are currently being developed for us by North Carolina State University.	Program funding.	Yes	*Competition analysis by college/university.
ND	Travel Barometer - Quarterly	Lack of available capital to develop many of the tourism-related areas of the state.	No	*Advertising Effectiveness, Visitor Profile, and State Tourism Masterplan studies were conducted by INTRA (International Tourism & Resort Advisors). **State Tourism Masterplan, Intra (*).
OH	The Ohio study measures the full 12 month results and effect of recreational travel and compares the results to the prior benchmark study for 1988.	A need for united strategy by the public and private sectors on targets, inter-agency cooperation and assessment. Unite regional groups, pull distressed communities together, face to face dialogue between lodging-funded DMO's and taxing agencies - ways to pursue cooperative tourism marketing.	No	Any research aimed at trends of the Ohio travel industry over the next decade, and how the state can best position itself (needs to include helping Ohio entities). *Coopers & Lybrand ($25,000).
OK	A systematic sample survey is taken by the attendants at our Information Centers of all visitors. A follow-up survey is a sample of the completed questionnaires. Annual studies include the annual conversion study of inquiries made at IDC. We maintain a monthly Travel Barometer of selected attractions in the state. We also conduct periodic surveys of the participants on our familiarization tours and attendees at travel/trade shows.	The need for a clear state vacation image; lack of a major travel destination; limited development of western heritage/Native American attractions and lakefront services.	Yes**	*Profile of Texas Auto Travelers in OK; follow-up survey ($7,000). **We have an annual marketing plan.
OR	Major research is contracted with research firms, on an RFP basis; in-house Travel News newsletter is published twice a year.	Infrastructure development - highways, facilities development, etc. Also more packaging needed.	Yes	*Travel Signing in OR ($30,000) - not Tourism Division funds, but we were part of the management team.
PA	Fulfillment agency provides ongoing services and reports.	Lack of funding program for development of quality attractions. Also, lack of funding for rural tourism.	Yes	

State	Description of Ongoing Travel Data Gathering Projects	Major Problem(s) Facing Tourism Development in the State	Does State Have a Travel Development Plan and/or Policy Statement?	Additional Comments
RI	Cooperative continuing travel research study with University of Rhode Island. Monitoring economic impact of tourism in general and specific events, forecasting economic impact of special events. Attendance at major attractions, bridge and airport traffic, and Information Center surveys are compiled.	Regional economic downturn affects business travel. Tight state budget will allow for only modest increases in promotional budget. National recession.	Yes	
SC	Economic impact, visitor profile, accommodation tax and lodging industry tracking, advertising conversion studies, industry barometer, welcome center traffic, industry investment, development and job creation. Attendance and lodging barometers, industry product investment, and development tracking and industry inventory.	Highway access to coast. Transportation access, environmental concerns.	No	*Oversight only within the Tourism Division.
SD	Ongoing analyses of business volume, visitation, and economic impact of travel spending and employment.	Distance from major markets. Seasonality of business. Lack of destination resorts	Yes	
TN	Conduct economic impact and conversion studies. Monitor taxes and sales for travel industry, state and national park attendance, airline activity, hotel occupancy rate, highway traffic counts, and attractions attendance. Develop visitor profile from random sampling of Welcome Center registration, track vehicle counts and hotel/motel reservations. Analyze responses to toll-free numbers and Welcome Center registration for most active media markets.	Educating community leaders and all levels of elected officials that tourism is economic development as much as manufacturing or industry, is an ongoing and necessary objective of this department. Our goal is to create an understanding of the importance of maintaining an advertising budget which keeps Tennessee competitive with other southeastern states.	Yes	Development of a report based on Longwoods Travel USA survey of 1989 is being implemented. Current position in the touring vacation market, including market share and image will be determined. Strategies to reinforce strengths and create new opportunities will be presented. *Travel to Nine Selected TN Cities and To & Through TN, 1989, USTDC ($30,000).
TX HWYS	The Travel and Information Division conducts a survey of auto visitors; monitors traffic counts, and maintains information center visitor counts. The Auto Visitor Survey is compiled from survey cards which are distributed to visitors to the Texas Travel Information Centers.		Yes	The State of Texas completed a Strategic Travel & Tourism Plan in December of 1988. This plan was developed by 7 state agencies: Travel & Information Div. of Dept. of Hgwys & Public Trans.; Tourism Div. of Dept. of Commerce; Texas Parks and Wildlife Dept.; Texas Historical Comm.; Texas Dept. of Agriculture; Texas Dept. of Public Safety; and the Recreation & Parks Dept. of Texas A&M Univ. A formal mission was adopted: "The travel and tourism mission of the State of Texas is to provide promotional, informational educational and developmental programs, services and facilities, designed to maintain and increase Texas' standing as a premier U.S. and international destination, to fulfill and enrich travelers' experiences within the state, and to sustain travel and tourism as a major contributor and catalyst for state economic development while protecting distinctive Texan lifestyles, cultures and environments." The State of Texas Strategic Travel and Tourism plan is revised every 2 years and is currently undergoing revision.
TX TOUR	See Texas State Highways Dept. response. Annual city room occupancy tax survey, quarterly reports on the Texas lodging industry (supply/demand, revenues, and occupancy by MSA), Annual Economic Impact of Motorcoach Tours to Texas, and Advertising tracking reports.		Yes	Other projects for 1990-91 include economic impact of Texas festivals, Canadian focus groups, analysis of the Mexico travel market, update tourism research plan, tourism data included in an on-line computer database. *National Visitor Tracking NFO Research, Inc. ($20,000).

State	Description of Ongoing Travel Data Gathering Projects	Major Problem(s) Facing Tourism Development in the State	Does State Have a Travel Development Plan and/or Policy Statement?	Additional Comments
UT	None	Infrastructure, hospitality, and funds for promotion.	Yes	
VT	Monthly survey of travel businesses as well as regular monitoring traffic counts, gas and liquor sales, room and meal taxes, employment, and welcome center counts.	State growth plan not fully implemented. Economic development phase needs administrative and legislative support.	Yes	
VA	We monitor visitor volume at welcome centers & conduct travel data projects to obtain periodic visitor surveys, business receipts & several others. Monthly barometer: monthly attendance is gathered from 154 reporting stations across the state.	Increased competition from out-of-state destinations. Significant disparity in funding levels between competing destinations and Virginia localities.	Yes	Beginning to examine alternative funding sources for the Division and ways to address need for increased funding levels for CVBs. *Vacation Planning, Alan Newman Research ($50,000).
WA	Inquiries breakdown, VIC traffic counts, attractions attendance, highway traffic counts, border crossings, ferry traffic, airport arrivals, state & national park attendance, accommodations inventory, gross business receipts, taxation, revenue and employment data at regional and county level, occupancy rates and skier days.	Lack of designated state promotion funds and underdeveloped tourism plant; lack of long-term, sustained commitment to comprehensive development program; lack of recognition of economic impact of tourism and role of state in tourism promotion and development.	Yes	*Combined in same study for $140,000 total. **VIC survey, Washington State University ($16,000).
WV	Compile tourist data through traffic counts and registration at information centers. In-house data gathering of ski resort and whitewater industry attendance, demographics, etc..	Continuation of tourism growth opportunities.	Yes	
WI	Informal telephone-surveying of selected businesses. Also random surveys sent in response packets.	Alleged pollutants to game fish.	Yes	
WY	Attendance figures at national parks, monuments and historic sites; attendance figures at major attractions, ie., Cheyenne Frontier Days, Buffalo Bill Historical Center; state information center visitor counts; and highway traffic counts.	General lack of public ground transportation networks; shortness of season; and lack of low-interest, long-term loans for facilities.	Yes	*The Davidson-Peterson study is on-going.

WELCOME CENTERS — TABLE 1

State	Number of Welcome Centers in State	Number Operated Year-Round	Average Number of Employees per Welcome Center	**Welcome Centers Receiving Travel Office Funding**			(Other) Sources of Funding for State Welcome Centers
				Number of Centers?	What are Funds Allocated For[1]?	Percent of Total Operation Cost[2]	
AL	8	8	5 full-time	8	E,F,G,H	20%	highway/transportation dept.
AK	3	3	1 full-time 3 part-time	3	F,G	75%	federal government
AZ	1*	1	3 full-time	1	A,C,D,E,F,G,H	100%	
AR	12	12	3 full-time	12	D,E,F,G,H	N/A	highway/transportation dept.
CA	2	0	7 part-time	0		None	highway/transportation dept. city/county government(s) chamber(s) of commerce
CO	5	4	1 full-time 60 volunteers	5	C,D,E,F,G	100%	city/county government(s)* chamber(s) of commerce* convention/visitors bureau(s) private organizations
CT	13	9	2 part-time	13	F,G,H	50%	highway/transportation dept. convention/visitors bureau(s) private organizations
DE	5	5	N/A	None	N/A	N/A	highway/transportation dept. city/county government(s) chamber(s) of commerce convention/visitors bureau(s) private organizations
DC CVA	1	1	N/A			100%	
DC COMM	None*						
FL	5	5	9 full-time 2 part-time	5	A,B,C,D,E,F,G	100%	highway/transportation dept.
GA	11	11	8 full-time 3 part-time	11	B,C,D,E,F	100%	None
HI STO	None						
HI HVB	None						
ID	2	2	1 full-time 2 part-time	1	H	5%	highway/transportation dept. Parks & Recreation Dept.
IL	12	12	4 full-time	12	F,G	100%	highway/transportation dept.
IN	3	3	9 full-time*	3	D,F,G,H	60%	highway/transportation dept.
IA	17	10	2 part-time	17	A,B,C,D,E,F,G	N/A	highway/transportation dept. city/county government(s) chamber(s) of commerce convention/visitors bureau(s) private organizations
KS	10	7	2 full-time 2 part-time	10	B,C,D,E,F,G,H	100%*	

See "Welcome Centers — Table 2" for explanatory notes

[1]A = Construction
B = Renovation/Major Repair
C = Property Maintenance/Upkeep
D = Internal Furnishing
E = Internal Maintenance/Upkeep
F = Staffing
G = Staff Training
H = Travel Literature/Brochures

[2]Share of the total cost to operate highway welcome centers which is paid by the travel office

WELCOME CENTERS — TABLE 1

State	Number of Welcome Centers in State	Number Operated Year-Round	Average Number of Employees per Welcome Center	**Welcome Centers Receiving Travel Office Funding**			(Other) Sources of Funding for State Welcome Centers
				Number of Centers?	What are Funds Allocated For[1]?	Percent of Total Operation Cost[2]	
KY	10	9	4 full-time 1 part-time	5	B,D,F,G,H	20%	highway/transportation dept. chamber(s) of commerce convention/visitors bureau(s)
LA	10	10	3 full-time 5 part-time	10	C,D,E,F,G,H	100%	
ME	6	6	5 full-time 4 part-time	4*	F,G	62%	highway/transportation dept. chamber(s) of commerce convention/visitors bureau(s) private organizations
MD	11	11	3 full-time 2-4 part-time	11	D,E,F,G,H	70%	highway/transportation dept. city/county government(s) chamber(s) of commerce convention/visitors bureau(s)
MA	6	6	2 full-time 4 part-time	2	E,F,H	None	highway/transportation dept. city/county government(s) chamber(s) of commerce convention/visitors bureau(s) private organizations
MI	13	13	3 full-time 5 part-time	None		None	highway/transportation dept.
MN	12	9	1 full-time 5 part-time	12	D,F,G,H	50%	highway/transportation dept.
MS	11	11	4 full-time	9	B,C,D,E,F,G,H	95%	highway/transportation dept. chamber(s) of commerce National Park Services
MO	7	7	3 full-time 5 part-time	7	C,D,E,F,G,H	100%	highway/transportation dept.
MT	N/A						
NE	26	None	3 full-time	None	F,G,H	None	highway/transportation dept.
NV	5	5	2 full-time 1 part-time	None		None	convention/visitors bureau(s)
NH	13	8	2 full-time 2 part-time	None	H	None	highway/transportation dept. chamber(s) of commerce private organizations
NJ	13	10	2 full-time 1 part-time	13	B,D,E,F,G	100%	highway/transportation dept. city/county government(s) chamber(s) of commerce private organizations Airport-NY/NJ Port Authority
NM	7	7	3 full-time 1 part-time	0	B,C,D,E,F,G	None	highway/transportation dept.
NY	92	48	1.1 full-time 3.6 part-time	1	E,F,G,H	95%	highway/transportation dept. city/county government(s) chamber(s) of commerce convention/visitors bureau(s) private organizations

See "Welcome Centers — Table 2" for explanatory notes

[1]A = Construction
B = Renovation/Major Repair
C = Property Maintenance/Upkeep
D = Internal Furnishing
E = Internal Maintenance/Upkeep
F = Staffing
G = Staff Training
H = Travel Literature/Brochures

[2]Share of the total cost to operate highway welcome centers which is paid by the travel office

WELCOME CENTERS — TABLE 1

State	Number of Welcome Centers in State	Number Operated Year-Round	Average Number of Employees per Welcome Center	**Welcome Centers Receiving Travel Office Funding**			(Other) Sources of Funding for State Welcome Centers
				Number of Centers?	What are Funds Allocated For[1]?	Percent of Total Operation Cost[2]	
NC	8	8	32 full-time 12 part-time	*	B,C,D,E,F,G,H	100%	
ND	4	None	4 part-time	4	C,D,E,F,G,H	100%	highway/transportation dept.
OH	20	12	3 full-time 1 part-time	None	G,H	None	highway/transportation dept.*
OK	9	9	3 full-time 2 part-time	9	A,B,C,D,E,F,G	100%	highway/transportation dept.
OR	10	1	2 full-time 1 part-time	10	A,B,C,D,E,F,G,H	100%	chamber(s) of commerce*
PA	11	11	3 full-time	None	H	None	highway/transportation dept.
RI	5	2	N/A	1	C,D,E,F,G,H	100%	City/county government (s) chamber(s) of commerce convention/visitors bureau(s)
SC	10	10	4-6 full-time 1 part-time	10	B,D,E,F,G,H	50%	highway/transportation dept.
SD	12	None	3 part-time	12	F,G,H	50%	highway/transportation dept.
TN	11	11	9 full-time	11	C,D,E,F,G	100%	highway/transportation dept.
TX HWYS	12	12	4 full-time 1 part-time	12	B,C,D,E,F,G,H	100%	highway/transportation dept.*
UT	5	5	2 full-time 5 part-time	5	C,D,E,F,G,H	70%	highway/transportation dept. travel regions
VT	5	3	3 full-time 2 part-time	5	D,E,F,G,H	10%	highway/transportation dept. chamber(s) of commerce private organizations
VA	10	10	2 full-time	10	E,F,G	100%	
WA	180*	2	1-2 full-time 1-2 part-time	9*	B,C,D,E,F,G,H	Varies	highway/transportation dept. city/county government(s) chamber(s) of commerce convention/visitors bureau(s) non-profit regional tourism associations
WV	8	8	2 full-time 2 part-time	8	D,F,G,H	90%	highway/transportation dept. Society of the Blind
WI	7	4	1.5 full-time 3 part-time	7	A (partial) D,F,G,H	N/A	highway/transportation dept.
WY	6	4	2 full-time 2 part-time	6	D,E,F,G,H	75%	highway/transportation dept. chamber(s) of commerce

See "Welcome Centers — Table 2" for explanatory notes

[1] A = Construction
B = Renovation/Major Repair
C = Property Maintenance/Upkeep
D = Internal Furnishing
E = Internal Maintenance/Upkeep
F = Staffing
G = Staff Training
H = Travel Literature/Brochures

[2] Share of the total cost to operate highway welcome centers which is paid by the travel office

WELCOME CENTERS — TABLE 2

State	Visitor Volume in 1989 at All Welcome Centers	How is the Visitor Volume Figure Obtained? Explanatory Notes
AL	2,375,948	The visitor figure is obtained through sign-in register at welcome centers. There are expansion plans at the Madrid Welcome Center. There are also welcome centers that are not state funded at the following locations : Mobile-Ft. Conde, Birmingham (2), Huntsville, Montgomery, Selma, Tuscaloosa, Dothan, & Gulf Shores.
AK	133,865	Highway arrivals provided by U.S. Customs at Alcan, Taylor, and Klondike Highways. Ref: "Alaska Visitor Arrivals, Summer 1989 - AVSPII"
AZ	N/A	*The first Arizona welcome center is not scheduled for implementation until June 1991; the Arizona Office of Tourism has received a general fund appropriation for the operation and general maintenance of the facility once it becomes operational.
AR	1,020,762	The visitor figure is based on visitors who have contact with welcome center staff. Only those visitors who give their state of origin and destination, travel party size and number of days spent in Arkansas are counted. Information on each travel party is logged. The 13th center is under construction at Siloam Springs.
CA	230,000*	An estimated 90 million motorists used the 90 safety roadside rest areas (SSRA's) last year. The key research elements involved a combination of original research, literature searches, telephone surveys and interviews, and data collection from numerous public and private sector sources. *SSRA, pages. 14-18.
CO	554,633	The visitor figure is obtained by counting 2.9 people per group; one from every group signs guest register. Three new state-operated welcome centers are scheduled to be open in the near future; one each in 1991, 1992, and 1994. *These sources provide funding for local visitor centers only, not for state operated welcome centers.
CT	800,000	Each center has a visitor log-in sheet which is collected on a weekly basis. All visitors seeking tourist information are tallied and a total for the day is recorded. A new center on I-91 southbound at Massachusetts border will open in spring of 1991. Renovation and enlargement of West Willington Center Westbound planned for 1991. Estimated cost: $200,000 from the capital improvement budget. Two centers now have machines that give visitors toll free access to state hotels.
DE	N/A	*We supply literature, not funds for literature. **All welcome centers are separately run. One by the Dept. of Transportation, one by Delaware River and Bay Authority, and the rest by private sector organizations. There is no central system of visitor centers. Travel office funds for welcome centers are allocated through matching and direct grants. Other state agencies also provide funding for welcome centers in the state.
DC CVA		We operate one Visitor Information Center in downtown Washington, D.C.
DC COMM		Welcome centers are operated by the Washington, D.C. Convention and Visitor Association. In addition, we provide brochures to distribute at the Welcome Centers. The D.C. Committee to Promote Washington funded 25 signs around the city with directions to the welcome center. D.C. Department of Public Works installed the signs; WCVA designed the locations to put the signs.
FL	3,000,000	Each visitor is counted as they enter the welcome center. Plans are to build a new facility on I-10 Pensacola which will be 90 percent federal funds, a $3.4 million project. *The Department of Transportation maintains the interstate welcome centers' restrooms and grounds.
GA	13,632,280	This figure is determined through analysis of vehicle counter reports and visitor registration sheets. We have requested funding to build a new center on I-75 at Ringgold. Plans also include new centers on I-85 at Lavonia and I-20 at Augusta.
ID	N/A	Three more welcome centers are planned to be completed by 1990 (built by Transportation - staffed by Parks and Recreation).
IL	623,158	Counselors make counts of visitors who pass through centers.
IN	340,000	Welcome center supervisor and/or employees take daily counts of visitation and arrive at a monthly count that is submitted to the Tourism office. A welcome center is under construction off of Interstate 70 coming into Indiana. This center will be located near Terre Haute, Indiana and target date for fall, 1991. *Three tourism and six DOT employees.

State	Visitor Volume in 1989 at All Welcome Centers	How is the Visitor Volume Figure Obtained? Explanatory Notes
IA	667,455	Signatures in guest books are counted (at seven interstate centers only) and the average travel party size is applied to total signatures. A new welcome center will open in April 1991 in Dubuque, IA. It will feature computerized information and brochures about Iowa area attractions, restaurant and lodging facilities. Adjoining the welcome center will be the headquarters of the new Casino Belle gambling boat. Riverboat gambling will also begin April 1991 in Iowa.
KS	500,000	The visitor figure is obtained through welcome center staff records and traffic counts. *The Travel and Tourism Division provides 100% funding for the 4 state-owned centers. It also provides about 10% of operating costs for the remaining 3 state-subsidized centers. Local communities support local centers. Local communities support local centers.
KY	981,037	The visitor figure is obtained from registrations at the welcome center information desks. Currently there are no plans to staff additional welcome centers with state travel office staff. There are several visitor centers throughout the state which are staffed and financed by local tourism organizations.
LA	2,127,977	Visitor figure is obtained through voluntary registration which is promoted by each travel counselor. We are currently doing a Welcome Center Master Plan.
ME	1,005,120	There is a vehicle counter at one location; manual counts are made at the others. *Locations not funded by Travel Office are Bangor, Bethel, Fryeburg, Old Town, and Machias. These five centers are operated by the Maine Publicity Bureau, a not-for-profit, membership-based corporation that provides statewide tourist information services on behalf of the tourism industry and the state of Maine.
MD	1,500,000	This figure is derived from a hand count from January to June and then with electronic counting devices in eight centers and hand counting in 2 centers. Centers are planned for three more locations in Maryland; two locations presently in operation are getting new buildings in 1990 (one on entry point from VA on Hwy 301 open winter, one planned in Western Maryland as combination info/resource interpretive center (Fall 1991)). *Seven contract centers. **SHA pays for construction.
MA	2,500,000	Welcome center staff provide visitor counts each month.
MI	7,400,000	The visitor figure is obtained by electronic counter of number of vehicles. Visitor numbers have changed due to new method of collecting data.
MN	2,370,164	We use electronic door counters at all state-owned Travel Information Centers (TIC). Inquiries are counted separately. Occasional Vehicle Surveys are conducted by the Department of Transportation at highway TICs. Currently, one TIC under construction (mid-state location) scheduled to open fall of 1991. CVB's, chambers of commerce and attractions along with DNR operate TICs throughout the state.
MS	2,400,000	Visitor figure obtained from actual visitor registrations at the centers. Itawamba County facility under construction on U.S. HWY 78 - construction cost $2.5 million; Natchez Trace Parkway: one center at Tupelo operated by National Park Service; one center at Kosciusko operated by Chamber of Commerce.
MO	838,982	The visitor figure is obtained through contact with welcome center staff.
MT	N/A	Welcome centers are funded locally by Chambers of Commerce, convention and visitors bureaus, and private organizations.
NE	250,000	Our visitor count is based only on those visitors that our guides have personally talked with; not based on number in party. All centers are funded by the Nebraska Roads Department. We only provide staffing. Many communities have their own welcome centers across the state. We provide state-wide materials when requested.
NV	N/A	Several new centers in Southern Nevada; one at Reno Airport, one in Wendover (North East).
NH	N/A	We do not compile visitor volume data.
NJ	2,715,191	Hand counts at 13 centers. The welcome center program will be evaluated and assessed for future development needs in 1991.
NM	560,000	We are using sign-in sheets at each welcome center that ask how many are in the travel party. Mexico-welcome center, Texas/New Mexico border. Possibly a welcome center in Artec, New Mexico.
NY	N/A	Data on visitor traffic is not available, as not all welcome centers collect statistics, or estimate them differently. There is a long-range program to develop visitor information centers on interstate highways near the state's borders with adjacent states and the provinces of Quebec (opened in 1990) and Ontario.

WELCOME CENTERS — TABLE 2

State	Visitor Volume in 1989 at All Welcome Centers	How is the Visitor Volume Figure Obtained? Explanatory Notes
NC	8,102,232	The visitor figure is obtained by use of traffic meter. The total number of cars per month is multiplied by 2.7% (the average number of people per car). No interstate centers under construction. I95N is to be rebuilt in 3-5 years. There are two visitor centers - US441 and US17N, two to be built on US29 and US175 - these are primary road centers which receive no funding from the travel office.
ND	46,099	The visitor figure is obtained through head counts (people traveling in same vehicle counted as one). New information center in Williston co-located with Drivers License and Motor Vehicle is under construction. An information center in West Fargo will open in 1991 in an existing building, and negotiations are underway to build an information center in Grand Forks, summer of 1991.
OH	1,000,000	The visitor figure is obtained by manual count. A full-time welcome center will be opening in Scioto County summer of 1992. *Gateway Centers. Local organizations have community centers.
OK	1,164,325	An electronic counter is located at each center entrance to count all visitors entering the center. Two new centers are planned for 1991 to replace existing centers. Planning and construction for one center is funded by DOT; the other is funded by the Tourism Department from capital funds provided by the legislature. There are five visitor centers that are operated independently by a city and/or an organization with the department providing $10,000 in funds for operations at only one of the centers. The tenth center operated by the department is located in the State Capitol.
OR	500,000	Welcome center visitor counts are done by the center staff. We will open a new center in May of 1991. Two additional centers are planned. One will be in eastern Oregon, which will be a modern structure with hand crafted area on I-205, but construction has been delayed until 1991-93. *Chambers of Commerce provide funding at three locations.
PA	1,000,000	*This figure represents travel parties served and/or those who have contact with welcome center staff. A "travel party" can be one couple, one carload, or one bus of travelers. Visitor count is taken directly at each center by the welcome center staff.
RI	400,000	The visitor figure is obtained from counts at state center and estimates from other centers. Newport County CVB operates a welcome center in Newport that serves both individuals and groups. South County Tourism Council helped fund two centers on highways that are operated by local chambers.
SC	6,062,951	The visitor figure is calculated by ramp vehicle counters during the operating times the average persons per party, as noted on guest registers at each center each month.
SD	606,200	The number is obtained through visitors registering at the information centers along the interstates (does not include the many visitors not registering). Each vehicle party is asked to register so this figure includes a multiplier of 2.7 for the average travel party size.
TN	10,232,000*	The visitor figure is obtained from vehicle counts. Construction is complete on the eleventh welcome center on I-40 in Cocke County (East Tennessee) and will open in the Fall of 1990. *Count from 10 centers.
TX HWYS	3,380,106	This figure is obtained from daily tabulation sheets which are completed by the welcome center staff, who count the number of visitors to each center on a daily basis. Monthly and annual reports are derived from the daily tabulation sheets. No new sites for information centers are planned at this time. However, a new facility for the Denison Information Center will be constructed in 1991. The Denison Information Center is currently closed and will be destroyed for new highway construction in the near future. *Another division in the State Dept. of Highways and Public Transportation (the Maintenance and Operations Division) provides funds for the construction of new facilities. Depending on the location of the welcome center (i.e., interstate highway), federal funds may also be used.
UT	634,429	The visitor figure is obtained by electronic eye counters. Wendover and Verral funding not yet allocated. Monument Valley is a State park proposal.
VT	785,000	From weekly reports: two reported for 12 months, three reported for 5-6 months. This also includes 32 information booths that have 2 month summer operation.
VA	2,671,000	Count includes only visitors with whom state travel counselors interact. Estimate is based on the number of parties counseled, multiplied by an average party size figure for welcome centers. There are 32 local/regional visitor information centers in the State which receive personnel training from the State. All operational costs are funded by the region or locality.

State	Visitor Volume in 1989 at All Welcome Centers	How is the Visitor Volume Figure Obtained? Explanatory Notes
WA	N/A	Travel counselors use a monthly report form to record the number of people in party. They submit this form to the state tourism office each month. *This number is not available because all centers do not provide counts. Washington State has approximately 180 visitor information centers including those that are operated by chambers of commerce, convention and visitor bureaus, counties, etc. that do not receive funding from the state tourism division. We have a few regional centers that receive a small amount of indirect funding through our Regional Marketing Program. There are nine official state information centers. They use a monthly form to record number of people in party . Visitor volume for 1989 for these centers was only 337,763 (including both year annual and seasonal operators).
WV	2,366,293	The visitor figure is obtained from contact with highway welcome center staff who do daily counts.
WI	1,413,185	Staff at centers count contacts. There are three new centers being planned (one being build) at Kenosha (new center at existing location), Hurley and Dickeyville. *There are 7 highway welcome centers and 2 urban centers located in Chicago, IL and Madison, WI.
WY	781,010	The visitor figure is obtained from automatic and manual counters, sent in and computed at main office. No state welcome center planned or under construction at this time. Some cities, counties, etc., have their own welcome centers. Above figures are computed from state welcome centers only. In addition to the Visitor Centers there are about 26 Rest Areas where local chambers can display information along side state information. These buildings are owned and maintained by the Highway Department.

APPENDIX A
DESCRIPTION OF BUDGET CATEGORIES

The following categories were used by state travel offices as a guideline in preparing breakdowns of the two budgets covered in this report. Not all categories are applicable to every state. States could also report additional expenditure categories, which appear under "other" on the budget breakdown tables.

Personnel Services	Salaries, fees, fringe benefits, etc.
Administrative Costs	Rent, utilities, travel, etc.
Domestic Advertising: Media Purchase	TV, magazine, newspaper, radio, etc. U.S. advertising costs
Domestic Advertising: Production	Costs related to producing U.S. advertising in "Media Purchase"
Printing and Production	Costs of all printed materials (e.g. fulfillment/direct mail pieces, consumer or trade show materials, resource manual)
Inquiry Fulfillment	Costs to service and fulfill trade/consumer advertising inquiries (postage, 800 numbers)
Domestic Sales Promotion	Trade shows, consumer shows, package tours, Fam tours
Press and Public Relations	Press releases and conferences, travel writer tours, AV services, etc.
International Advertising/ Promotion	Foreign advertising, overseas offices, missions, international trade shows
Research	Research conducted in-house or contracted with a university or a private firm

APPENDIX A
DESCRIPTION OF BUDGET CATEGORIES
(continued)

Matching Funds Program	Promotional programs (e.g. cooperative advertising) where state funds match private monies through a matching formula
Direct Grants	One-time, non-matching grants designated for specific projects (e.g. capital outlays, advertising, promotion or development)
Welcome Centers: Construction	Construction, major repair or renovation of welcome or information centers to which travel office provides funds
Welcome Centers: Operation	Staff, training, internal furnishing and upkeep, literature, or other operating costs of centers to which travel office provides funds
Film Office	Promotion and support for film and TV production

INDEX TO SURVEY RESPONSES

	Table Begins on Page
A	
Administration, General	21
Advertising	31
Advertising agency, name and years retained	31
Advertising budget, 1990-91 breakdown	63
Advertising effectiveness, evaluation of	36
Advertising program, individual responsible for	31
Agency, state travel office part of	21
B	
Biennial, states with biennial budgets	72
Budget	41
Budget, advertising, 1990-91 breakdown	63
Budget, description of categories	109
Budget, foreign media, advertising, and promotion breakdown, 1990-91	63
Budget, promotion, 1990-91 breakdown	63
Budget, source of funds	41
Budget, total, 1989-90 breakdown	47
Budget, total, 1990-91 breakdown	55
Budget, total, 1989-90 total and rank	41
Budget, total, 1990-91 total and rank	41
Budget, welcome center allocation	47
C	
Chief assistant to the state travel director	26
Chief assistant, service as assistant	26
Chief assistant, under civil service	26
Civil service, chief assistant to state travel director under	26
Civil service, staff under	26
Civil service, state travel director under	21
Comments, Advertising	36
Comments, Budget	72
Comments, General Administration	26
Comments, General Promotion	79
Comments, Press and Public Relations	89
Comments, Research	95
Comments, Welcome Centers	104
Conference, state travel	75

	Table Begins on Page
D	
Development policy or plan, state travel	95
Director, state travel	21
E	
Employees, total in state office	21
Employees, welcome centers	101
Evaluation of advertising effectiveness	36
F	
Fiscal year, date begins	41
Foreign media advertising and promotion budget, 1990-91 breakdown	63
Funds, matching program	31
Funds, source of budget	41
G	
General Administration	21
General Promotion	75
H	
Highway welcome centers (see Welcome Centers)	
Highway welcome centers, budget for operation and/or construction (see budget breakdown)	
I	
Information centers, foreign cities located in	75
Information centers, U.S. cities located in	75
Inquiries, number received in 1989	36
Inquiries, percent received through 800 number	36
Inquiries, how surveyed to measure effectiveness	36
Inquiry fulfillment piece, advertising in	36

	Table Begins on Page
M	
Matching funds, program and formula	31
N	
Newsletter, state	85
O	
Out-of-state publicity	85
P	
Package Tours	81
Press and Public Relations	85
Press or travel writers tours and number of people taken in 1989	85
Problems facing tourism development	95
Promotion, General	75
Public relations officer, name and organization	85
Publicity directed out of state	85
R	
Research	91
S	
Service, chief assistant to state travel director	26
Service as director, state travel director	21
Service in agency, state travel director	21
Solicitation of conferences	63
Staff breakdown and size, state travel office	21
Staff, under civil service	26
State agency, travel development	21
State travel conference	75
State travel development policy or plan	95
State travel director	21
State travel director, service as director	21
State travel director, service with agency	21
State travel director, under civil service	21
State travel office	21

	Table Begins on Page
T	
Tax rates, commercial lodging	41
Toll-free telephone numbers, inquiries	75
Tourism development, problems facing	95
Tours, press or travel writers, 1989	85
Travel data gathering projects	95
Travel promotion theme or slogan	75
Travel research, other agency responsible for	91
Travel research, private organization conducted and cost	91
Travel research, travel office staff responsible for	91
Travel research, university conducted and cost	91
Travel shows, budget allocation for	63
Travel shows, number participating in	63
V	
Visitors, total at welcome centers, 1989	101
W	
Welcome Centers	101
Welcome Centers, average number of employees	101
Welcome Centers, number operated year-round	101
Welcome Centers, number receiving travel office funding and uses	101
Welcome Centers, other funding sources	101
Welcome Centers, total number	101
Welcome Centers, visitor volume in 1989 and how obtained	104
Welcome Centers, comments	104